## PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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New York, June 2, 1921

10c A COPY

B. A. I. S. 1900 with N. W. Ayer & Son



Boston University

### STEINWAY

THE INSTRUMENT OF THE IMMORTALS

I MAGINATION, mirrored in truth, has established the Steinway in the consciousness of the world as "The Instrument of the Immortals." Like the instrument under a master's touch, Steinway advertising appeals directly to the emotions. Into it has been woven the appeal of beauty, cadence, rhythm and tone.

Writer, artist and typographer have produced a complete harmony of text, illustration and type. The result, artistically and commercially, has been one of the big advertising successes.

Steinway is one of three score great interests entrusted to us, many of whom had modest beginnings. And we believe, in spite of the huge advertising appropriations of today, that this is the day of days for the advertiser who desires to make a modest start in an intelligent way.

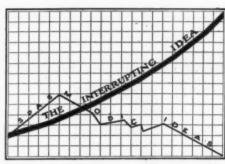
### N.W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK

PHILADELPHIA

CHICAGO



### Ideas Vs. the IDEA

IF you were to chart the course of your advertising appeal, what sort of a line would it make?

Would it be jerky, spasmodic, unsettled in thought and direction?

Or would it go straight to its mark with an In-ter-rupt-ing IDEA?

FEDERAL counsels advertising with a clearly defined *Interrupting Idea*—an idea so fundamental and new, so original and true that it *interrupts* eye and mind, creates and strengthens desire and the will to buy.

Is the big *Interrupting Idea* at work in your advertising today? You can talk it over with FEDERAL without obligation.

### FEDERAL

Advertising Agency, Inc. 6 East 39th St. New York



Issued Publishe June 29

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Vot. CXV

NEW YORK, JUNE 2, 1921

No. 9

### How to Sell Employees on Working for Smaller Pay

Harvester and Standard Oil Companies Apply Highly Improved Advertising Methods through Industrial Councils

### By G. A. Nichols

THE International Harvester Company has just sold perhaps the most important bill of goods in all its history. Through the practical application of common-sense advertising principles, it has got its workmen to accept virtually unanimously a wage reduction of twenty per cent under the war-time figure.

The Standard Oil Company of Indiana reduced wages ten per cent and now is using a process much like that of the Harvester company in selling its employees

on the idea.

These two companies could have followed the old plan and have wielded the big stick had they so desired—such as is being done by industrial concerns in places like Detroit, Indianapolis and Moline, The old idea was to post a notice on the gates of the plant, say, on Saturday, announcing that on the following Monday a wage reduction would go into effect or that the plant would be closed until further notice. This time, in the case of the Harvester company, the wage-reduction proposition was explained to the men in detail by the superintendent of each plant five weeks in advance of its going consent into effect and their gained. When it has become necessary to close a plant temporarily several weeks, notice has been given and the company has done a great deal toward helping the men solve the financial problems

that the shut-down forced upon them.

The Harvester company accomplished this big thing through its industrial council, and Standard Oil through its department of industrial relations. Both organizations of employees mean about the same thing. When the two companies formed the industrial organizations a couple of years ago, they had no idea of reducing wages, but rather of getting their relations with their employees upon a straightforward, businesslike basis in which there would be no room for misunderstandings or hard feelings. When the time came to cut wages, the machinery was at hand with which to do this expeditiously and peaceably, just as would be the case in any other proposition coming up between the companies and their employees.

Manufacturers struggling to reduce their production costs have approached last of all the matter of cutting workmen's pay. They regard the thing as being full of dynamite both as to present and future possibilities. And yet it must be done. For manufacturers in this situation there will be something instructive and probably suggestive in the experiences of the Harvester and the Oil companies in putting on what really amounted to a selling campaign—or a type of institutional advertising campaign, if you want to call

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it that-to get the confidence and co-operation of their workmen much as they would try to influence their customers as a preliminary to selling them something.

"Contrary to the general opinion, fully ninety-five per cent of American workmen want to be fair and to do the right thing," said A. H. Young, director of the Harvester department of industrial relations, preliminary to explain-ing to me the workings of the in-dustrial council. "They are misrepresented by radicals, who make most of the noise. But nearly always they can be depended upon to conduct themselves as business men on a business basis-just as much as can employers.'

That Mr. Young's expression of confidence in workmen's fairness is not idle talk is shown by the fact that representation in the industrial council is Harvester equally divided between the employees and the management. It is a fifty-fifty proposition throughout, neither side ever having a majority. And here is the important

part:

Whatever the industrial council decides in the way of hours, working conditions, wages, discipline or anything of that kind is final.

THE POWERFUL WORKS COUNCILS

At each Harvester plant there is what is known as a Works Council composed of representatives of the employees and of the management. The company's department of industrial relations gives general aid in carrying out the plan in the various plants. The Council meets once a month and considers such questions as the company or any group of employees might want to submit. The wage reduction proposition is a case in point.

The Works Council working along this plan is really the legislative and judicial body governing the working activities of the Harvester company. Does this mean that the company has surrendered control of its business? Does the Works Council thus become a soviet, or, what in Russia might be called a workmen's and soldiers' council? Not at all.

While it is true that the policies of the company in all matters relating to its dealings with its employees shall be shaped by the Works Council, the execution of the policies in every case remains with the management. While the Works Council may be called the legislative and judicial division, the company is the executive branch. However, the manner of execution of any of the policies may be considered by the Works Council at any time.

When the Council makes an agreement on any matter it is referred to the plant superintendent for execution. If he thinks it is too important for him to handle he passes it on to the president of the company. If the president does not see fit to order an immediate execution by the superintendent, he may submit it to a General Council composed of rep-resentatives of all the councils from the various works, agreement is reached, or if further deliberation may seem to be necessary, the matter may be arbitrated.

But in no case is arbitration forced. The men do not surrender their right to strike. It is interesting to know in this connection that during the two years the plan has been in operation only two appeals from decisions of the Works Council have been made to President Harold F. McCormick-one by a superintendent and the other by a group of workmen. The superintendent's appeal went to the General Council, which upheld the Works Council's order. In the other case the president decided instantly that the Council was right and ordered the immediate execution of the new policy by the superintendent.

A typical instance of how the wage reduction matter was handled is shown by what was done

in the Deering plant.

The superintendent of the plant appeared before the Works Council with a statement from the company in which the necessity for reduction was shown in detail. In presenting the company's case, the superintendent stated that the re-

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day's tour or as a pedestrian

on the street. The celebrated Mack hood is one of its best advertisements-in paid space or in real life, as the case may be.

Over a long period we have concerned ourselves with the advertising of motor equipment and supplies. Mack -Cletrac-Socony-Polarine are some of the trade names that reflect the standards of McCann advertising workmanship. Trucks and tractors, gasoline, lubricantseach has brought us decidedly into the motor field.

If you build or market a motor car, motor parts or motor accessories, our accumulated experience in this field should be of advantage to you.

We would like you to get in touch with us-informally and without committing yourself in any way-so that we can give you complete information in regard to our specific facilities and qualifications.



THE H.K MCCANN COMPANY Advertising 61 Broadway New York,

CLEVELAND

SAN FRANCISCO

duction in prices for farm products had interfered sadly with the domestic market and that the highly profitable foreign trade was at a low ebb. Moreover, the company had on hand a great quantity of machinery that had been produced at topnotch costs. On this it would take its loss then and there by wiping out the inventory value. Would the men take their loss also by submitting to a wage reduction of twenty per cent? The company would do its very best to keep the plant going as near ca-pacity as possible and do everything within its power to sell enough machinery so that the workmen might be assured of reasonably steady employment at the figures named.

It is not the fashion for men to applaud on receiving an announcement that their pay is to be cut. But this is actually what happened at the Deering plant. Every member of the Council, it must be remembered, suffered a reduction, whether he represented the workmen or the management. such a confidence had been built up through the workings of the industrial council that the men believed the company's representation and gave their consent without reservation. The only thing they asked was that they might have three days in which to talk to their constituents. This was granted, and in three days the Council met again and decided unanimously to accept the proposition. Similar decisions were made in nearly all the plants. Wherever there was any opposition it represented not more than three per cent of the working force.

In the case of the Standard Oil Company of Indiana the cut was made without consultation with the men, but the Department of Industrial Relations was depended upon to see the thing through.

PLANT DEMOCRACY, AS STANDARD OIL SEES IT

The Standard plan is different from that of the Harvester company in that it lays down certain prescribed rights and duties for

the industrial department and does not necessarily accept its conclusions as final. The department. which is composed of workmen and representatives in the management after the general plan carried on by the Harvester company, can recommend a thing. If the individual plant management does not desire to put it into effect. appeal can be made to the president of the company. If he will not consent, appeal can be taken to the Federal Secretary of Labor, whose decision in every case is final.

The Standard plan makes no provision for arbitration.

"When a proposition is arbitrated," J. W. Curry, director of the Standard Oil industrial department, said to Printers' Ink, "both sides have to give in somewhere. They may be bound to agree with the finding, but they will be sore just the same. Arbitration, to our way of thinking, does not mean anything. In practically every case we can settle all our differences right here in the company. Our plan is satisfactory to the men because they know that in every instance they can appeal to the Department of Labor, and that its decision will be accepted by the company as final."

The Standard Oil Company retains its right to hire, discharge, suspend or transfer employees. There is a certain list of offenses, including violation of the safety rules, for which a man may be discharged without notice. The rules to this effect are prominently displayed in all the plants. For violation of other rules, however, a man is not discharged on his first offense. And when he is discharged, for whatever reason, he is privileged to appeal his case to the president of the company and from there to the Secretary of Labor.

In a word, the object of the Standard industrial relations department is to afford the employees a real voice in matters pertaining to their employment and to their working and living conditions. The plan has worked out so well that the morale has improved to a

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### Profit by Experience

One prominent advertiser using practically all the leading women's papers on their spring campaign reports a lower inquiry cost from THE AMERICAN WOMAN than from any other woman's publication. While it is yet too early to have any conclusive information as to the sales resulting from these inquiries, we feel perfectly confident from past performances that the sales figures will be as satisfactory as the inquiry cost.

The low advertising rate plus the reader confidence in THE AMERICAN WOMAN contribute mainly to these splendid results.

In making up your Fall schedules, let us give you further information about THE AMERICAN WOMAN.

### THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCurdy, Mgr.

Eastern Advertising Office

W. F. HARING, Mgr.

30 N. Dearborn St., Chicago, Ill. Flatiron Bldg., New York

point where the recent wage cut of ten per cent went over without difficulty.

"We could not see the value of asking our people to accept a reduction in pay," said Mr. Curry. "They might agree because they would think they had to. But you can't expect a man to be cheerful when his wage is being cut. It isn't human nature.

"During the war the company made wage advances. This was done on the company's own initiative and not as the result of negotiations. The men were not asked if they would accept the increase. It is our position that the employer is the one who should have

the say about the wage scale, provided, of course, that there is machinery to insure a fair and square deal for the employees, as there is in our case."

The Standard wage decrease an-

nouncement was made much after the same form as the Harvester company's, the only difference being that there was no room for argument or discussion. The reasons were gone into in full detail. Figures were shown to demonstrate the absolute impossibility of continuing on the prevailing scale.

When the announcement was read before a meeting of the industrial relations department in the refinery at Whiting, Ind., one of the workmen members arose and said:

"That certainly is a heavy blow." "Yes, it is a heavy blow." agreed the superintendent. "The company regrets it just as much as you do and wishes it could see its way clear to keep on as at present. But the thing cannot be done."

Proceeding in accordance with the provisions of the industrial relations plan, certain groups of employees already have protested to the industrial relations joint general committee regarding the wage decrease. On account of the goodwill brought about by the workings of the plan and the confidence engendered in the employees, the joint committee is sure it will be able to adjust the matter satisfactorily, as was done in advance by the Harvester company.

In case it cannot, then appeal may be made to the Secretary of Labor, whose decision will be final and binding upon both parties.

The big thing behind both plans is that under their operations the workman no longer is at the mercy of his boss or foreman. He no longer is a machine with no rights. He has the privilege of appealing his grievances personally to the highest officer in the company if he so desires.

#### AN UNHERALDED CONFERENCE OF VAST IMPORT

The Harvester and Standard Oil Councils-starting a new era in industrialism and also a new deal for workmen-were built on some broad conclusions laid down a couple of years ago by a committee composed of high officials of ten or more of the country's leading industrial concerns. The conference, which was attended by Harvester and Standard Oil officials, was called to consider the whole subject of industrial rela-The sessions were most tions. carefully guarded and some exceedingly plain things said. recommendations represent a composite collection of the ideas advanced. PRINTERS' INK was privileged to see a confidential report of the conference's recommendations and to learn the names of the participants. The names for the present cannot be published, as some of the concerns apparently think that publicity would be embarrassing right now. But the net of what the conference recommended can be seen in the workings of the Harvester and Standard Oil plans.

A gentleman who was present at the conference assured Printers' Ink that if the labor leaders, even including the radicals, could have crept into the conference without their presence being known, they would have heard some things that would leave no doubt in their minds as to the desire of capital to do the right thing. Printers' Ink's informant said the ideas advanced by the captains of industry at this important meeting showed the utmost good-will for labor and (Continued on page 166)

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gs al al ss' dry A lot of people didn't believe in Christopher Columbus.

There are a few left who still don't know that the Standard Union's 75,000 daily circulation is by far the largest in Brooklyn.

Are you in the class of 1492?

P.F. P. Huntsman

### Keep Your Advertising Appropriation Flexible

Time to Advertise Heavily When Business Gathers Strength for Period of Prosperity

### By Mont. H. Wright

Publicity Director, John B. Stetson Company, and President Association of National Advertisers

I AM informed that most national advertisers decide upon a cast-iron appropriation every year at a given time, this appropriation being based largely on the results obtained the previous year. This method of determining the amount to be spent for advertising seems to me to be entirely wrong. The basis for an advertising appropriation ought not to be past history, which is dead and gone, but rather present conditions.

In other words, an advertiser, in figuring on his appropriation for any ensuing year, should first decide upon the fundamental po-sition and trend of general business. At times when we are going at a faster pace than we can hold, the advertiser who attempts to excite the country to still further activity and helps to encourage a reckless boom by heavy advertising, is merely precipitating a panic. Moreover, having fired the powder, so to speak, he himself is the worst sufferer by the resulting explosion. For it is just as fatal to launch a big advertising campaign on the eve of a business decline as to buy a big line of stock at the peak of a falling market.

I believe that the time to advertise is all the time—but I know that the time to advertise frugally is when business is over-extended; and the time to advertise heavily is when business is gathering strength for a period of industrial, commercial and financial prosperity. Handled in this way, advertising would act as a "governor" on business and help to keep our industrial growth normal instead of plunging up and down, as it now does, with more violent and extreme fluctuations than in any

other commercial nation in the world. In short, I believe that advertisers, including advertising managers, agencies and publishers, are largely responsible for our ruinous panics and depressions, which are hastened by enormous advertising placed at the wrong time; namely, at the top of the hill instead of near the bottom.

### CONSCIENTIOUS PUBLISHERS AND AGENTS

Many will combat that statement, including those advertising agents and publishers who do not yet realize that their own success depends on the success of their clients. On the other hand, there are many high-grade publishers and first-class advertising agencies who do everything in their power to prevent a small advertiser from plunging into a campaign larger than he can successfully carry through. This is a splendid policy, and incidentally a very profitable one; for of course a bankrupt or embarrassed client is not a desirable account. But what the publishers and agents do not always recognize is that there are periods when every advertiser ought to be a small advertiser, and when even a normal appropriation is unwarranted by fundamental conditions. Here is a way in which some advertising counselor can make a name for himself, do valiant service for his client and benefit the nationmerely keep the appropriation flexible and see that it is expanded and contracted so as to take advantage of the long swings in business activity.

I have emphasized the cutting down of advertising, because that is the harder thing to do. It takes 1a-

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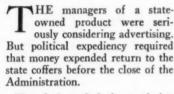
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### Saved from the Advertising Graveyard!

A case where "Facts First" prevented a wasted expenditure



They had reached the conclusion that a five-figure appropriation spent in a year and a half would return to the state every dollar expended with a handsome profit. They asked our opinion. We advised a field survey. The facts uncovered were a surprise to the client.

We found that the proposed campaign was doomed to absolute failure. The market could not be developed to return anything like the contemplated expenditure within the time specified.

This case of "Facts First" has a special significance in these days of careful buying. Goods that were easy to sell a year ago have a considerably diminished market today; while other products now have a potential market far greater than ever before.

Your product may be in one of these two classes. A Richards "Book of Facts," especially prepared for you, will definitely give you this informa-tion, together with other live merchandising facts. Let us tell you how a Richards "Book of Facts" is prepared.

JOSEPH RICHARDS CO. INC.

Eur sette NINE EAST FORTIETH ST. NEW YORK





a far-sighted, broad-minded, level-headed and stout-hearted advertising man deliberately to retrench in the midst of the frantic excitement of a boom; the temptation is to put every cent of appropriation into "space" instead of putting a large part into the bank, where it really belongs at such times. But remember that for every dollar held back you will have an extra dollar to spend at some later date, when said dollar will bring the utmost possible returns.

Advertising space is just like stocks and bonds; it is a better purchase (i.e., will yield more) if bought at the right time. The right time is near the bottom turn of the market, when conditions are improving and we are firmly started on the long rise to real prospects and buy heavily on the way up; they are poor prospects and economize on the way down. The advertising man who fails to take advantage of this infallible law of human nature and to adjust his appropriation accordingly is not equal to his opportunity; and

### William Osborn Art Manager of Powers Company

his more sagacious competitor has a powerful leverage on him.

William Osborn has been appointed art manager of The W. F. Powers Company, New York, lithographers. Mr. Osborn has been connected with the sales department of this company for the last three years and was previously in charge of the art department and distribution for the Division of Publicity, United States Food Administration at Washington.

#### Frailey to Open Office in Toledo

The Frailey Advertising Company, Youngstown, Ohio, has opened an office in Toledo, with Harry A. White as manager. Mr. White has been in charge of sales promotion for the Frailey agency in Youngstown, and was previously with the Curtis Company of Detroit.

#### F. M. Waters Resigns Indian Advertising

F. M. Waters, advertising manager of the Hendee Manufacturing Company, Springfield, Mass, maker of the Indian motorcycle, has resigned to engage in specialized agency work in the New England territory.

#### Secretary Wallace to Address Standard Farm Papers

Standard Farm Fapers
At a dinner to be given at the Manlastan Club, New York, on June 7 by the
Standard Farm Paper Association, Seretary of Agriculture Henry C. Wallace will
speak on "The Department of Agri-ulture and Its Relation to Business." Cov.
Samuel R. McKelvie, of Nebraska, will
speak on "The Significance of Organized
Movements in Agriculture." Addresse
will also be made by Alvin H. Sandrrs,
publisher of the Breeder's Gasette, on
"The Fundamental Influence of Animal
Husbandry and Its Relation to Agriculture," and by George E. Roberts,
vice-president of the National City
Bank, on "The Relation of Agriculture
to Business and the Farmer's Interest
in Export Trade."

"The Fundamental Influence of Animal Husbandry and Its Relation to Agriculture," and by George E. Roberts, vice-president of the National City Bank, on "The Relation of Agriculture to Business and the Farmer's Interest in Export Trade."

The Standard Farm Paper Association is composed of the following agricultural publications: Wallaces' Farmer, The Ohio Farmer, The Wiccossin Agriculturist, Prairie Farmer, Pennsylvania Farmer, The Breeder's Gasette, The Nebrasta Farmer, Progressive Farmer, The Michigan Farmer, Pacific Rural Press, The Farmer, The Farmer's Wife, Hoard's Dairyman.

### Geo. A. Lehmann Back with Eveready

Geo. A. Lehmann is now connected with the American Eveready Works of the National Carbon Company as field representative, in charge of the northwestern division. He was with the Eveready company several years ago, but more recently was with Johnson, Read & Co., Chicago advertising agency, and with the western office of Hearst's International.

#### McCollum Succeeds Linn in St Louis

J. A. McCollum has been made manager of the St. Louis office of the S. C. Beckwith Special Agency, succeeding M. P. Linn, who has gone to New York as general manager of that organization. Mr. McCollum was until recently advertising manager of the Traffic Motor Truck Co., and prior to that connected with the St. Louis Republic.

### Joins Boston "American" in New York

J. F. Fitzpatrick, for several years with the J. Walter Thompson Company, and later with the E. T. Howard Company, has joined the New York office of the Boston American.

### Myles Salt Account with N. W. Ayer & Son

N. W. Ayer & Son have been appointed to handle the advertising of the Myles Salt Co., Ltd., New Orleans. La. 1921 dress anhat-Secre-ie will pricul-Cov. , will resses nders,

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### VANDERHOOF

& COMPANY General Advertising

VANDERHOOF BUILDING . . 167 B. ONTARIO ST. CHICAGO



### Another definition of "Experience"

Four of our men spent 18 years "on the road" in 10 kinds of business-all learning the special problems of the jobber, distributor and retailer as they traveled.

Three of our men are former advertising managers for manufacturers, with 19 years' joint knowledge of dealer work, general merchandising, sales manuals, counter books, window display, etc.

Three members of Vanderhoof & Company have had 27 years' combined experience in newspaper, news and editorial work.

Every problem presented we study as a unit, not as individuals. Ask us how our particular experience can be applied to marketing your products.

# Collier'S



"The Punching Bag of Business"

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June .

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Is the retailer the one great snag just now in the river of national prosperity?

Is it true that we would all be happier and richer if the retailer would only charge a fair price for the goods he sells you?

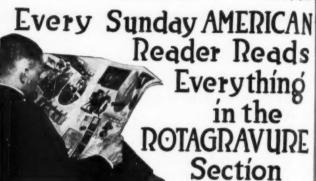
Is it true that the retailer is refusing to buy new stocks from the manufacturers?

Is he thereby keeping the wheels of industry at a standstill, causing unemployment, tying up credit, making us all poorer instead of richer?

Mr. I. H. Doutrich, a retailer who does \$1,250,000 worth of business a year in a city of 75,000, answers these questions in "The Punching Bag of Business" in Collier's for June 4.

# Collier's

I down to I -



No ther words, you are practically guaranteed 100% of the paper's entire circulation for your advertisement no matter how small.

This is so because Baltimore people are intensely interested in their own local affairs and because the AMERICAN, catering to this fact, devotes more than three pages of its ROTA-GRAVURE Section each Sunday to local people and local events.

In buying space in the Sunday AMERICAN Rotagravure Section you get the benefit of the exquisitely beautiful Art Gravure printing and association with a section so regularly local that every Baltimore reader looks for it, we might almost say, hungrily.

Reach the Baltimore public through the ROTAGRAVURE Section of their Sunday AMERICAN—a high class presentation in a medium so extensively read that you can feel certain your message is being seen by practically every member of the nearly 100,000 families whom the AMERICAN serves every Sunday. Rate per line, 35c.



DAN A. CARROLL Eastern Representative 150 Nassau Street New York

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J. E. LUTZ Western Representative First Nat'l Bank Bidg. Chicago Pal 1

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### Pal Pencil Gets National Distribution in Sixty Days

Intensive Mail and Advertising Campaign Introduces New Product
Quickly-Novel Use of Phonograph Record

### By Roland Cole

SOME day, it is to be hoped, Thomas A. Edison will prepare a questionnaire for advertising men. He has always been a good advertiser himself and it may be presumed that he knows something about the qualifications that go to the making of a successful advertising man. He may ask:

1. Can advertising be good and yet be successful?

2. Can it be vice versa?

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 What degree of advertising success can be looked for from each kilowatt of energy?

4. When all concerns in an industry advertise, will they each do as much business in proportion and volume as when none advertise?

5. Does advertising bring results in a period of business depression?

6. When is it better to introduce a new article, in dull times or prosperous?

More questions can be asked about advertising—and are being asked every day—than about almost any other business subject. Does this mean that there is so little known about it, or that it is still in an experimental state of development? More likely it means that of all business subjects it is one of the most vital, powerful, many-sided and surprising. It is always doing the unexpected and impossible, like electricity.

Within the last few months The Hoge Manufacturing Co., Inc., of New York, put a new mechanical pencil on a market that already appeared to be pretty well supplied with mechanical pencils of other makes. The company launched a national advertising campaign and will attempt to sell a million pencils during the first year.

Not so long ago this little pencil was hidden away in quite an extensive line of small specialties, where it had been for several years. Surrounded by its multitudinous relatives, it had little chance for self-expression. It was singled out for observation and experiment. Then the company went out to have a look at the market. After a period of investigation that covered many weeks and months, it made the discovery that there was a very tangible market for another good mechanical pencil that could sell for a dollar. Other successful pencils on the market sold for prices ranging from 50 cents up to \$5 and higher.

So the little pencil was conducted into the laboratory whence it emerged some time later with many new mechanical attributes, a new dress, a new name and a personality. Thus was "Pal" born and christened, and an advertising campaign was devised that would breathe into its metal lungs the breath of life. "Pal" thereupon became a living soul among pencils.

When Charles Dickens began the writing of "A Tale of Two Cities," his first words were, "It was the best of times, it was the worst of times—it was the spring of hope, it was the winter of despair." So, many authorities would have agreed, or disagreed, about the time chosen to put "Pal" on the market. Whether it is the best or the worst time for doing anything always depends to a large extent upon the task and the enterprise of the doer.

#### A BIG PROBLEM OF DISTRIBUTION

The first national advertisement appeared on March 26. This meant that something approximating national distribution in dealers' stores had to be secured by the time the first advertisement appeared, for the marketing plan was to be through retail dealers—stationery, jewelry, drug, cigar, hardware and department stores. The company had, there-

fore, not quite two months in which to get its distribution.

Preparations for getting this distribution began right after the first of the year.

First, the advertisements for the national campaign were laid out a full year in advance. These were made up in the form of a handsome portfolio, beautifully printed

get as much distribution by mail as possible. One of these pieces was a prospectus of dealer helps. showing color reproductions of the window display, the counter and store cards, gift box and card, moving picture slides, envelope enclosures for the dealer's use, and newspaper advertisements. One page of this pro-

spectus showed the dealer a tabulated picture of the opportunity offered by the "Pal proposition o n the four big points of profit, turnover, qualand salability. Specimens of business paper advertisements were also shown on this page.

Third, the window display, a large easel cut-out, consisting of a centre piece and two folding wings, and the other dealer helps enumerated in the preceding paragraph, were made up ready for shipment, as were also mats for the dealer's newspaper advertisements.

Fourth, a force of sixteen salesmen was assembled, educated on the proposition, and assigned to territory.

All this work was preparatory. In addition to everything mentioned, a stunt,

often thought of by advertising men but seldom successfully executed, at least not in connection with a new campaign, was devised

and carried out. The use of phonograph records

for transmitting sales messages is not a new thought. It has been tried often enough but seldom with entirely satisfactory results. The idea of carrying a sales manager's voice by phonograph record to dealers or salesmen sounds interesting, but the sales managers who have the right kind of voices phonographic reproduction, and the number who can make a good record without stage fright

–the pencil

'A mate, a partner, a chum an accomplice"—so says Webster of "pal"—and so is Bul—the pencil.

Your mate because he's steadlast and true. A partner who lightens your duties. A cham ever at your beak and call. An accomplice who will go the limit for you—and never betray you by breaking leads or jamming.

Get vourself a Hal \$1

M is always pointed, holds ads firmly and feeds them freely. Extra leads come with him.

There's a renewable eraser forthat once-in-a-while. And a pocket clip that doesn't wear or tear for all-the-while Mak handsome silver finish is the last word - and it's

NATIONAL ADVERTISEMENT, HELPING TO GET

NATIONAL DISTRIBUTION

and pretentiously bound with a substantial cover and fly leaf, and containing sixteen pages, size 11

by 14 inches. The full announcement to the trade occupied the first three pages-the pencil was described, the features of the campaign were detailed, letters from the magazine publishers acknowledging the orders for the space for the full year were reproduced, and profit talk from the dealer's point of view was presented.

Second, an elaborate line of direct-mail literature was prepared and printed, most of it in color, as a part of the plan was to

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or self-consciousness are, unhappily, rare. Employing a professional to make the record, kills the whole idea. Besides, what can be put on a record outside of plati-

tudes, generalities, and stuff that

is better left unsaid?

June 2, 1921

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But a plan to announce "Pal" to the trade through the medium of a phonograph record, had many things worthy of consideration. In the first place the large number of dealers to be reached made quantity production possible, and this was always a stumbling block where only a few records were needed, as for sending out sales messages. Then, a professional could be used to make the record, with no loss of effect, but a decided gain. Moreover, the novelty of the idea would catch the dealer's interest and the plan would make an excellent "teaser" feature and permit the voice to impersonate the pencil.

Getting the record made was not without many difficulties. It was successfully accomplished, however, and a thousand of the

records were produced.

A complete mailing list of United States and Canadian dealers was compiled. The plan of general circularizing worked out by the company was designed to place the "Pal" announcement in the hands of the dealers before they would be called on by the salesmen. Salesmen were routed to all the principal cities first, and the routes were so laid out that groups of salesmen could come together periodically at important centres to exchange information It was and to report progress. It was expected that the circularizing alone would bring in orders from dealers in many of the smaller towns which could not be reached by the salesmen on their first trips.

The use of the phonograph records was reserved for sending to the more important dealers at strategic points. A certain number of the records were retained for special use by the salesmen for getting in to see hard-to-reach buyers of big stores.

No advance notice of any kind

was sent to the dealer before the mailing of the record.

The company man, mere

It came to him by parcel post in a plain package, without indication as to character of contents. When he opened it he found to his surprise what appeared to be an ordinary ten-inch disc phonograph record, bearing an orange label, with the title printed in black, "A Message from a Pal." Under the title appeared the name and address of The Hoge Manufacturing Co., Inc.-nothing else.

Few dealers, receiving such an article in the mail without cost.



MANUFACTURER PROVIDES NEWSPAPER ADVERTISEMENTS FOR DEALERS

could resist the impulse to hear it played at once. Naturally, everybody who saw it gathered around to listen. It was made to fit any standard make of phonograph. This is what they heard, delivered in a ringing baritone voice, so distinct and clear that every one in the store could hear:

Did you ever hear a pencil talk? Sounds foolish, doesn't it? Well, I am a pencil and here I am actually talking to you. I am a new metal pencil named Pal, and there should be a place for me in your store. I won't stay long. Dealers all bear witness that I move on quickly. Others want memore than you. more than you.

The trade demands four things from

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us metal pencils and I am built to deus metal pencils and I am built to de-liver each of these four things to you more completely and to give you more satisfaction than does any other pencil that has yet knocked at your door. First, I please the best trade. I am a quality fellow of good ancestry, and educated for my job. I never stick. I never jam. I am trained not to break leads. My makers claim that I am hand-

never jam, I am trained not to break leads. My makers claim that I am hand-some in my ornamental silver finish. I carry extra leads—a liberal supply. I have a real eraser, and I am not mechanically complicated, and I retail for

one dollar.

Second, I carry a good profit for you—forty cents each time you sell me.

Compare that with my rivals.

Third, I am a short stock. My family is small, since I have no brothers or

sisters, and I require little room, for I am made in one style only. Therefore, I give rapid turnover. An average investment of less than \$100 should yield you over \$750 profit each year. Compare this with others, for it is important. Fourth, I am advertised, and adver-tised right-full pages in the tised right—tull pages in the full pages in the of a page every two weeks. Eight out of every ten people who deal with you read one or the other or both of these two magazines. If you doubt this ask the next ten good customers what they read and you

will see how completely my message goes to real people. The national advertising space has already actually been bought for one year in advance.

I am backed with liberal trade aids—

I am backed with liberal trade aussthe best window display you ever sawcounter cards, display box, local newspaper advertising copy, movie house
slides, mailing material and other things
to match, and all free to you. A postcard will bring a circular which tells
all about this. My boss sells me for
\$86.40 a gross. Wire or write my makers whose address is on the label of this

record.

From time to time you will get a letter from your Pal, and when you do, read it. I will guarantee that it will be interesting every time and that it will mean dollars—real round, hard dollars—for you. It pays to pal with me. I am Pal—P-A-L. Remember the name—Pal. You will hear a lot about me soon. I am Pal—the gentleman among energils. am Pal-the gentleman among pencils.

The novelty of the idea impressed many dealers and caused them to play the record again and again. Some dealers took home. In many cases where the record reached the dealer broken they wrote the company and asked for another. A number of records were broken in transit, which was a feature of the plan that might have been eliminated had a heavier package been devised, though lack of time made it necessary to use the best package that could be devised on short notice.

A few days after the receipt of

the record came the dealer's prospectus and a salesman. It was a part of the plan to have every phonograph record followed up soon as possible representative.

Occasionally the use of the record proved of great help to the salesman in getting the attention of big store buyers. In one case, a salesman made several efforts to get an audience without suc-Each time the office boy returned with the information that the buyer was not interested. length the salesman produced the record and told the boy:

"Take this in to Mr. Jones with my compliments, and tell him to play it. I'll call again to-morrow.'

When the salesman called the next day, he was invited in and found a much-interested buyer,

Among the interesting features of the campaign, and there were many, was the way in which the personality of the pencil played upon. The name "Pal," of course, is a happy one. It is susceptible to chummy copy treat-ment. Many of the letters to dealers were written in the first person singular, as for example:

"Lots of people around you need a Pal and I'm the one they want. I'm a real Pal for you. I make money for you. Isn't that the kind of a Pal to have?"

Letters were generally signed, "Writefully yours, Pal-the pencil."

A national window display contest was inaugurated among "Pal" dealers on April 21, for which eight prizes were offered, ranging from the first prize of \$150 to the eighth of \$25. In addition, an award of \$1 was offered for each photograph of a window display submitted and entered in the contest, each dealer being limited to one photograph. A condition of the contest was that the display must run for four consecutive days. The contest closed May 7. Five nationally-known motion picture players acted as judges.

The dealer's campaign aimed at securing 5,000 dealers. A great many more than this were secured and others are being added to the

list every week.

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Population

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PRINTERS' INK

Separate Dwellings 390,000

Seal of Philadelphia

Philadelphians are not only prosperous, but have money with which to buy the things they want.

The Bulletin is the "one newspaper" which makes it easy for you to sell your goods in Philadelphia.

That's why local and national advertisers prefer it.

### Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads-

### The Bulletin



Net paid daily average circulation for April:

Copies a day

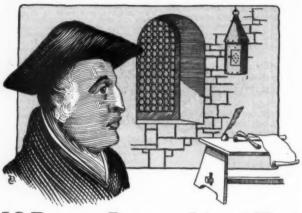
No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

22

PRINTERS' INK





### If Roger Bacon Lived To-day

FTER a lapse of seven centuries the marvelous work of Roger Bacon is now being deciphered by the scientists and scholars of today. Already it has been definitely ascertained that Bacon invented the telescope which has been formerly credited to Dutch opticians three centuries later. It also seems probable that this thirteenth century friar used a microscope, invented spectacles, had a profound knowledge of medicines and anatomy and even forecast the internal combustion engine.

If Bacon had lived today his knowledge could never have been lost to civilization. It is just such works as his that the Business Papers carry

THE ASSOCIATED BUSINESS PAPERS, INC. With 122 member papers reaching June 2,

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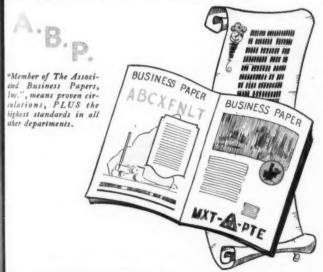
buying

Headqua 53

June 2, 1921

into their respective fields—it is through Business Paper pages that science and invention, as well as practical everyday workable trade knowledge, is spread broadcast for the benefit of business.

Look back through the last half century and study the facts. The Business Papers have led their fields—they've been the "voice" of business progress—today their prestige and power is stronger than ever. You need their aimed and directed forces to carry your message—it will pay you to study the Business Papers and Business Paper results at once, if you want quick contact with the massed buying power in your own markets.



Headquarters 220 West 42d Street - NEW YORK 33 different fields of industry

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### Tire Advertising in Chicago

Lineage used by Five of the Big Tire Manufacturers in Chicago Newspapers, Year 1920

Daily News (6 days)	Tribune (7 days)	Herald- Examiner (7 days)	Post (6 days)	American (6 days)	Journa (6 days
Goodyear 20,238	17,256	16,271	7,264	2,396	2,468
U. S. Tire 28,699	22,028	13,326	12,268	9,984	19,709
Firestone 21,975	21,468	11,950	16,205		
Goodrich 18,228	27,354	10,862	19,740		
Pennsylvania 7,210	3,863	4,309	4,343	4,099	4,283
					-

96.350 91,969 . 56,718 59,820 16,479 26,460

There's a story behind those figures—a story of deep significance to every advertiser who keeps his finger on the pulse of the Chicago automotive market.

It is a story of advertising efficiency. Of a newspaper that actually focuses the attention of 7 out of every 9 English-speaking persons in Chicago upon its advertising; of a circulation that through sheer strength of numbers and dominant merchandising power sways the buying action of reader and dealer alike.

More than 400,000 copies of The Daily News are sold every day, and 04% of these copies are sold right in the city and suburbs of Chicago—the territory where maximum results are insured.

That's the big story that lies behind those figures. That's the primary factor that has caused these manufacturers to place The Daily News first as the tire medium of Chicago.

> The Chicago Daily News First in Chicago

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Pertine

Editor of One of templatin ture, pair shoes, etc informati

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headquarters 220 West 42d Street NEW YORK different fields of industry

### When Not to Go into the Retail Mail-Order Business

Pertinent Remarks on an Important Subject Suggested by Letter from Jobbing House

Editor of PRINTERS' INK:

One of our good customers is con-templating selling phonographs, furni-ture, paints, farm implements, clothing, shees, etc., direct to consumers, and he asked us to secure for him the necessary information in regard to mail-order

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How long do you think it would take him to secure enough business to pay for his advertising only?

Do you think it would be profitable to secure a list of prospects he has never sold and mail circulars to this list?

We are of the opinion that the best plan would be to advertise in farm papers for prospects to write for his catalogue. Of course his catalogue will be small at first. be small at first.
What has been the experience of other

What has been the experience of other firms just starting in the mail-order business selling the lines we have just mentioned? How long, in selling furniture and clothing, must he advertise in the territories where he is unknown before he can secure enough business to pay for the advertising?
What do you think of religious papers for mail-order advertising of this kind?

IF we had information as to the type of store owned by the customer of this manufacturer (who desires to keep his identity unknown), his financial resources, his merchandising ability and so on, we could be specific in our comments as to his proposed cata-logue plan. This dealer, presumably a retailer, may be one of those rare souls who can start a mail-order business on a shoestring and in time become a a Sears, a Rosen-Rosenwald, a Sears, a Rosen-baum or a Ward. The thing has been done. Far be it from PRINT-ERS' INK, therefore, to throw a wet blanket over the gentleman and bid him get back in his little store and be good.

But, presuming that he is of a type similar to thousands of other brainy, industrious and ambitious business men in many lines—and it must be remembered that merchandising geniuses are few and far between-it is reasonably safe for us to suggest that the manufacturer advise him to keep away from the retail catalogue idea.

The reasons behind this suggestion have been stated in PRINTERS' INK in one form or another several times, but it will not hurt to go over the ground briefly again.

A retail mail-order business, contrary to the general view, is just about the hardest thing in the world to establish on a profitable basis. A concern attempting it, even in a small way ought to have plenty of money, unlimited patience and-the thing that is hardest of all to obtain-technical skill. PRINTERS' INK a few months ago, in a discussion on this subject, mentioned the case of a nationallyknown mail-order house whose annual business runs well up into the millions but that has not yet made a dollar profit. It has been one continuous process of shoveling in good money and of waiting for the long-deferred harvest. If we would mention the name of this house, which it would of course not be fair or proper to do, there would be a universal gasp of surprise except from a few insiders who know really what is going on in the retail mail-order

There are in this country almost as many wrecks of mail-order ventures as of co-operative retail store enterprises, the reasons be-

ing as above stated.

The letter of inquiry would indicate that the customer is ambitious to start a mail-order business on what would practically amount to a national scale. Some retail stores have built up rather profitmail-order businesses in purely a local way and as side lines. This has been done in sparsely - settled western states where people would have to drive a long way over poor roads to reach a store. But the ideal advertising medium in this case is not what would be called a catalogue. The investment in such an ambitious thing as a catalogue is

necessarily so high that the retailer could not send it out often enough to keep it up to date. It would not be a catalogue at that. It would be merely an album of merchandise which soon would get out of date.

The thing to encourage a retailer to do in a case of this kind is to send out frequent pieces of direct-mail matter in the way of handbills, circulars, or even letters. These are easier to obtain, easier to prepare, easier to pay for and more resultful all around than a poor "catalogue" mailed at wide intervals.

The letter asks how long it would take the customer to secure enough business to pay for his advertising. The answer to this would be purely guesswork. Almost any decent mail-order presentation ought to bring in enough business right away to pay for itself. But paying for the advertising is not the big thing to be considered.

"Would it be profitable to mail advertising matter to a list of prospects he has never sold?" the inquirer asks.

Assuming that the advertising matter is of the right kind, we would say yes.

As to the selection of mediums for advertising the catalogue the best thing is to ask the advice of any good advertising agency. PRINTERS' INK never discusses the comparative value of mediums. Neither do members of its staff, publicly or privately.

As to the experience of firms selling by mail merchandise of the kind mentioned, we can say that most of them have gone broke or have at least quit while the quitting was good. Retail mail-order is a powerful force and has done much for the entire business of the country. But it is nothing to play with. It is dangerous for the man who does not know how.—[Ed. PRINTERS'S INK.

#### Engravers Move to Chicago

The National Association of Steel and Copper Plate Engravers has moved its headquarters from New York to Chicago. Albert E. Self, secretary of the organization, is in charge.

### Post Office Ruling on Undisplayed Advertising

An order of the Post Office Department, issued May 25, puts it squarely up to publishers to obey the law of 1912 which requires all matter for which payment is accepted or promised to be followed by the word "advertisement," and states that postage at the advertising rate will be collected for all such matter. The order, which is signed by Postmaster General Hays, says: "The Postmaster General Hays, says: "The Postmaster General desires to be thoroughly understood by all publishers that this law of 1912 is most earnestly called to their attention and will be most rigidly enforced by his Department. In this connection attention is called to the fact that when a newspaper or periodical advertises its own services or issues, or any other business of the publisher, in the form of either display advertisement, or editorial, or reading matter, this is advertising within the meaning of the law, and the publisher must expect to pay the advertising mailing rate thereof."

#### Poster Association Directors to Meet at Atlanta

The semi-annual meeting of the board of directors of the Poster Advertising Association will be held in Atlanta, Ga., on June 10 and 11, preceding the annual convention of the Associated Advertising Clubs of the World.

The denartmental meeting of the

vertising Clubs of the Worsa.

The departmental meeting of the Poster Association will be held June 13, 14 and 15. Arrangements have been completed for an extensive exhibit of poster advertising during the entire period of the convention. This exhibit will include the display of many of the most notable twenty-four sheet posters that have appeared on the boards during the last year. J. E. Cassady, secretary of the Southern Poster Association, has charge of the exhibit work. He will be assisted by Milburn Hobson, president of the national association.

The programme for the departmental

The programme for the departmental meeting of this association appeared in Printers' INK of May 19.

#### Charles F. Remington an Officer in Randall Agency

Charles F. Remington, for the last three years director of research and statistics of The Fred M. Randall Company, Detroit, has been elected a vicepresident of that agency. For several years he was connected in managerial capacities with Detroit daily papers.

### Will Advertise Games Nationally

Voedisch Bros., Chicago manufacturers of games, have placed their advertising account with Stavrum & Shafer, Inc., Chicago advertising agency. National magazines and outing publications will be used.

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PRINTERS' INK

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Roy G. Owens Leaves Lakewood Engineering Co.

wood Engineering Co.
Roy G. Owens has resigned as vicepresident in charge of sales of the Lakewood Engineering Company, Cleveland.
Mr. Owens has been with the Lakewood company since the consolidation of the
Milwaukee Concrete Mixer Co., with it
in 1917. In 1910 he joined the sales
force of the Texas Portland Cement Co.,
and after a year with that organization
went with the Wiley Chute Co., of
which he later became proprietor. In
1916 he became general sales manager
of the Milwaukee Concrete Mixer Co.
His resignation will take effect shortly.
but plans for his new connection have
not yet been announced.

Joins Powers-House Company Henry T. Lees, formerly Connection representative of The Class Journal Company and more recently Cleveland representative of Industrial Management, has been appointed to the advertising agency staff of The Powers-House Co., Cleveland.

New Account for Barton, Durstine & Osborn

Barton, Durstine & Osborn, Inc., New York, have been appointed to handle the advertising of "Premier Salad Dressing" by Francis H. Leggett & Co., New York. C. W. McDiarmid Joins R. Sykes Muller Co., Limited

Sykes Muller Co., Limited C. W. McDiarmid, for five years managing director of the Toronto News, and later of the Toronto Times, also secretary of the Canadian Reconstruction Association in Montreal, and for seven years advertising and sales manager for Ryrie Bros., Limited, Toronto, has become associated with the R. Sykes Muller Co., Limited, Montreal. Mr. McDiarmid and Geo. M. Rae will represent the company in the Toronto field, with headquarters in that city.

Kenneth W. Payne Succeeds Waldemar Kaempffert

Kenneth W. Payne has been made editor of Popular Science Monthly, New York, succeeding Waldemar Kaempffert, who as recently reported in PRINTERS' INK has joined the Thomas F. Logan, Inc., advertising agency, New York, as vice-president and director.

Represents "Billboard" in St. Louis

Walter S. Donaldson, New York representative of the Billboard, has returned to St. Louis to take charge of the St. Louis office of that publication. He succeeds Will J. Farley, who will make his home in the future in Los Angeles.

The George L. Dyer Company 4.2 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

**Publicity and Merchandising Counsel** 

### Opening the Door of the Hard-tosee Prospect

Ways and Means That Have Helped Surmount the First Obstacle in Making Sales

### By Britton Ashbrook

If Charles Lamb were writing to-day his "Popular Fallacies" he might entitle one of them "The bigger the man the easier he is to see." Granting that a growing number of bank presidents do sit for a part of the day right out in public, isn't it obvious that presidents, vice-presidents, general managers and other high executives simply cannot see everyone who would see them? Hours are too few. Burdens are too heavy.

Mr. "M. B." heads a business of such a nature that orders are secured from business principals or not at all. He states that his salesmen spend more time in reception rooms than they do in private offices. More than half their "calls" never become "interviews." "D. E." (sales manager) gave us the privilege of looking over his prospects' record cards. One prospect (a president) had been called upon twenty-six times in two years but never once seen. Many cards hold similar records. One hoped-for customer is affectionately termed by the sales office clerks "Old Ironsides." The entries on his card would furnish material for a book on "How to escape a salesman.'

Such cases are common. And yet every business man, no matter how exalted his station, does see people. True, the process is selective. And naturally you want your men to be those for whom the door swings wide.

When the simpler manœuvres fail, comes the call for higher strategy. Perhaps the following examples may be helpful to sales executives, not as patterns for procedure, but as indications of the type of strategy which has proved successful in the past.

The late J. P. Morgan was a hard man to see. But his love for

old or unique volumes smoothed the path of the well-informed book man who could get to him. One such did see him—and sold him. How he sold him is another story. Here is how he came to see him.

Mr. Morgan's door was well guarded by an attendant whom we may call Ed. One day a prosperous looking man passed by with a hearty "Good morning, Ed." So it happened for quite a time, until Ed was convinced that his speaking acquaintance must have frequent business with the house of Morgan.

Then suddenly one afternoon our friend walked right by Ed and straight up to Mr. Morgan's door, saying as he went: "Got to see Mr. Morgan in a hurry, Ed." Ed offered no opposition,

Of course this took nerve. But it took more. It took something of a master of strategy to plan this way of breaking down a personal barrier.

#### THROWS WATCHDOG OFF SCENT

Here's a somewhat similar case. Two brothers are the joint managers of an Eastern manufacturing corporation. A magazine space-seller was told to see one of them—either one. And he didn't relish the assignment. For the "Jones" brothers had consistently refused to entertain any magazine men. This seclusion was notorious in the field.

So, fearfully, our salesman approached the telephone operator in the outer office. At his wits end he uttered the usual formula, "I would like to see Mr. Jones." Then the familiar speech of the operator gave an opening to be seized only by a quick wit.

seized only by a quick wit.

"Which one," she said, "Tom or Bob?" "Oh, Tom as usual," re(Continued on page 33)

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Congratulations, Outlook

which we believe to be the largest ever published in a single issue of any American periodical, will be found in the May 18 issue of

Outlook

"the most-quoted weekly journal in America"

In last week's issue of *Power*, you will find a 40-page advertisement of the Farnsworth Company.

And in Chemical and Metallurgical Engineering (Sept. 5, 1919) there was a 92-page advertisement of the Buffalo Foundry & Machine Co.

Not to mention various 12, 16, 20, 48 and 64-page advertisements which have been published in single issues of

### McGraw-Hill Publications

Again we say: Congratulations to you, Outlook, and also to your advertiser—for we have learned through numerous experiences that such dominant advertisements pay the advertiser.

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street, New York

Power
Coal Age
Electrical World
American Machinist
Ingenieria Internacional
Electrical Merchandising
Electric Railway Journal
Engineering News-Record

Electric Railway Journal

Engineering News-Record

Engineering and Mining Journal

Chemical and Metallurgical Engineering Journal of Electricity and Western Industry hard man to see. But his love for (Continued on page 33)

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PRINTERS' INK

June 2, 1921

# Who is "Monitor"?



# **PUBLIC**

The circulation of the Public Ledger, morning and evening, is more than 240,000

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June 2, 1921

PRINTERS' INK

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### "He writes the ablest market review that comes out of Wall Street"

Those are the words of a man who is perhaps the most distinguished financial editor in New York.

The real power and soundness of Monitor's daily market review are best evidenced, however, by the fact that Wall Street waits for it every morning. The Public Ledger must be on the desks of the heads of several of Wall Street's most important houses every morning before the market opens—it is a house rule.

Monitor is, himself, an expert, connected with one of Wall Street's largest organizations. In addition, he is a writer of unusual ability. To the soundness of his analysis are added a charm and simplicity of style that make his daily letter a feature not only of the Public Ledger, but also of many newspapers in other cities, which get it by wire through the Ledger Syndicate.

# LEDGER

PHILADELPHIA
CYRUS H. K. CURTIS, Publisher



### Scheduling Space in Indianapolis

that comes out of the paymaster's window is spent by the wife in the stores next day. Indian-

apolis merchants find the most effective advertising is that which reaches the buyers when they have the money.

Although every day is payday in some one of the 780 different Indianapolis industries, most of the money passes into the working man's homes on Thursday, Friday and Saturday.

This is the reason Indianapolis department stores are week-day advertisers. They spend more money in The News (6 issues) than in all other Indianapolis papers combined (13 issues.)

If you are interested in developing sales in this responsive market write to the Merchandising Department of The News for facts about your product.

### The Indianapolis News

USE NEWSPAPERS ON A THREE-YEAR BASIS

New York Office DAN A. CARROLL 150 Nassau Street FRANK T. CARROLL Advertising Manager Chicago Office J. E. LUTZ First National Bank Bldg. plied the ble man This as brought "open se as well

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### PHILADELPHIA CYRUS H. K. CURTIS. Publisher

PRINTERS' INK

plied the solicitor with a plausible manner of long familiarity. This assumption of acquaintance brought from the operator this "open sesame" reply: "You might as well walk right in—nobody is with Tom now."

June 2, 1921

Once again what happened after he got in is a different story. Vesuvius in eruption is mild comnared to the immediate reception. But before the interview ended "Jones" had offered the audacious salesman a real job at a real salary.

Less than a month ago a very young salesman was entertained in the sanctum sanctorum of the president of the largest company in a great industry. What got

him in?

Nine naïve words written across the face of his card. They were "As one salesman to another, I ask five minutes." The president said that the message appealed to him because he had once been a salesman himself.

Of course the young salesman had known in advance that the president prided himself on his former employment as traveler for the company he now heads.

#### LETTERS AS DOOR-OPENERS

Mr. "X" wanted to see the head of a great chain of hotels. tried several times without success. Then the following straightforward letter put the latch-key

'One of your best personal friends is a relative of mine. Some time ago he gave me an unsolicited letter of introduction to you.

"Each of the five times I have called to see you I have been on the point of presenting this let-ter. If it is the only instrument of admittance to you I will pre-

"But I would prefer to stand on my own feet. You will understand why, when I broach a subject which is too important for the consideration of any other than yourself.

"I hope I am not falsely presuming that you will give me fifteen minutes when I call tomorrow at three o'clock."

In another situation the same man used the mails to equally good advantage. He wished to approach a stranger who was notoriously up-stage about receiving

33

callers. He had nothing to lose, but much to gain. That explains this audacious letter—which worked.

DEAR SIR:

"We have a mutual acquaintance. His word is such that one never doubts it. He tells me that it will be quite impossible for me to interview you in your office.

"Therefore, only one course remains. Obviously, I must ask you to interview me in my office.

"Naturally, I would not pre-sume to ask you here unless I had a matter of peculiar moment to discuss.

"May I suggest Thursday at ten?"

A boy twenty years old jumped over the heads of office managers, private secretaries and telephone operators and in four days he interviewed the ten most important advertising agency men in New York and Chicago. How?

A few months previous he had written each of these men from his home in a far Western city. In an amateur, but likable way he had asked for a job in the advertising agency business. The last paragraph of his letter read: "If should come to your city, might I call on you?"

Each of the men, little believing that the boy ever would call, had agreed to see him. Later he used these invitations to call as calling cards. Private office doors auto-

matically swung open.

New business was the one problem of a large Western bank. Five "new business men" were hired and put under a responsible head. These men at once became a fairly productive investment. check-up after three months' work showed that they were averaging but four interviews per day, although they were making about a dozen calls daily.

The explanation was obvious; the men who had the power to make new banking connections were chief executives. As a class, chief executives were hard to see.

The president of this bank was the greatest power in local finance. His very name commanded respect in all quarters and awe in some. The manager of the new business department decided that the president's signature to a letter would almost command an audience.

So each solicitor turned in twice a week the names of his prospects for the following three days. Twice a week he received type-written letters personally addressed to his various prospects and personally signed by the bank president. These letters were extremely simple. Their wording was something like this:

"I hope that you will see our

"I hope that you will see our Mr. Brown. He wishes to discuss a matter of some importance to you and to the bank which I head."

It was not the context of this letter that made entrance easy. It was simply the power of a name. Few men felt that it would be advisable not to see the personal representative of the president of the First National Bank.

This one piece of strategy raised the number of interviews secured from about 30 per cent to almost 90 per cent.

### A LEGITIMATE USE OF OUTSIDE INFLUENCE

Thus a banker used his own name to help his salesmen. But here is how a salesman used a banker's name to help himself:

Silos were first introduced into eastern Kansas about ten years ago. In a certain section around Coffey County you may even today notice the prevalence of a certain brand of stave silos.

The manufacturer has one salesman to thank for this leadership. This salesman found interviewing farmers during the summer season a time-wasting job. Yet he was on his territory anxious to sell silos for delivery and erection by corn-cutting time. To secure the greatest number of interviews in the shortest time he adopted this strategy:

The first interview in any new town was with the leading banker.

If possible he sold the banker on silos as improvements which would make better farmers, and hence better credit risks. Often he was able to convince the banker that the bank's interests would be helped by many silo erections. That advantage gained, it was comparatively easy to induce the banker to call up several leading farmers and arrange interviews at definite hours.

If you are familiar with the personal power of many country bankers you will understand how helpful was such co-operation.

#### ADVERTISING—OFTEN AN "OPEN-SESAME"

Can advertising make salesmen more welcome? The experience of manufacturers selling highpriced machinery or appliances direct to users should be helpful in finding the answer. Almost unanimously the reply comes from the houses who advertise: "Opening doors for our salesmen is a recognized mission of our advertising."

In a recent typewriter campaign the salesmen were presented as men who could render able help in solving office problems. And they reported that the advertising rendered able help in getting them a chance to show their worth. A typewriter salesman used to be considered a "person." He in some instances came to be considered almost a "personage."

A belting manufacturer has for several years run a campaign in trade and general publications which sells not belting, but his salesmen of belting. Of course he doesn't call them salesmen. If this advertising theme did not help secure selling audiences would it be repeated in successive campaigns?

A maker of industrial lubricants advertises more than mere oils. He preaches a policy of correct lubrication. This manufacturer has gradually built up recognition as an expert adviser on lubrication problems. His salesmen report that so much in an advisory light is the house held that they are often received as advisers in

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high quarters never reached by those who are considered as sellers.

Large investors are often hard to see. Their financial connections are generally of long standing.

Yet one investment house reports that consistent advertising has made its salesmen welcome with many bond buyers who previously denied audiences.

The average neighborhood druggist or grocer is not a peculiarly hard man to see. But he is often a hard man to see and sell.

Not, however, if you are advertising your product in any one of several great newspapers. These publications have so convinced dealers of the power of advertising that when they see bona fide evidence of a forthcoming campaign they say, in effect, "Your goods are welcome to our shelves."

A salesman for one of the largest advertisers of men's clothing told the present writer that the doors of even the most important merchants were always wide open to him or to his brother salesmen. Advertising has so stressed the size and power of his house that it never occurs to a proprietor or buyer not to see a salesman. Indeed, they are hardly thought of as ordinary salesmen. They are received as the representatives of the most powerful institution of its kind. As this man himself puts it, "They hardly dare refuse to see me."

Just one more case out of the thousands which leaves no doubts that one of the important benefits of advertising is the elimination of hurdles in the path of personal salesmanship.

A manufacturer of steel ran an unusual campaign. It said little about steel but much about industrial relations.

Shortly after the campaign began, the president of the steel company received from the president of an important motor-car company a letter the gist of which was this:

"Why it is that you never send anybody to see me? I would like to talk about buying steel from you."

For years the steelmaker's salesmen had been trying in vain to see this automobile man. Their efforts had never got them past the private secretary. But advertising, being no respecter of private secretaries, leaped a barrier unsurmountable by personal salesmanship.

#### FEMININE HUMAN NATURE AT THE FRONT DOOR

Enough of men! On to a more gentle subject.

A class magazine wished to build up its "society" circulation. Young men—well-dressed young men—were employed to canvass the élite neighborhood of a number of Eastern cities.

Their personal cards gave no hint of their business errand. But too often word came back by the maid—"Mrs. S. wishes to know what you want. She does not know you." Fatal to success!

Suddenly each canvasser received an order to carry a stick and to display a pair of lightcolored gloves.

The percentage of interviews at once jumped. Naturally! Any maid with a trace of social standing will tell you that only gentlemen of leisure carry canes and light-colored gloves during daylight hours. Their errands are, without a doubt, purely social.

For a manufacturer of soap products a woman was sent to interview the leading housekeepers in several small towns. In the first town she fared forth in a summer sports suit and a tailored hat. Interviews were hard to get and unsatisfactory when gotten. She noticed much "window-peeping" in homes where she was refused admittance.

One futile hour sent her back to her hotel. Fifteen minutes put her into a "frilly" summer dress. Hatless, she sallied forth carrying her sun shade, as was the obvious custom of the town. Result? A unanimous welcome. No longer did a suspicious looking stranger ring the door-bell. Instead a social call impended.

A woman book-agent became more successful when she stopped

walking from house to house carrying her set of six books and commenced driving about in the best livery automobile the town af-forded. She was still a bookagent. But her appearance stopped spelling b-o-o-k-a-g-e-n-t. For whoever heard of a book agent arriving in a well-appointed car? Added sales more than paid the

automobile hire.

No longer do doors slam in the face of a certain vacuum cleaner salesman. The personal letters of introduction he presents forbid. How does he get them?

By promising a woman he al-ready has sold a personal com-mission of \$2 on any machine he sells as a result of her letters of

introduction.

This man tells some surprising stories. Many of them reflect illy on the "cash generosity" of men toward their wives. He finds that women in luxurious surroundings are often pitifully anxious to secure a little real cash.

Mlle. Marie de Montpaison brought from Europe a remarkable collection of batiks, Belgian laces, Spanish mantillas and Czeck hand embroidery. These she thought to sell in person to the society ladies of the great and rich New York.

"When in Rome do as the Romans do" was naturally translated into "When in America do as the Americans do." Her new cards read:

Miss Marie Montpaison

12 East 56th Street How inhospitable a race the Americans seemed! Almost none of "les élégantes" would see her. Butlers were even haughtier than the stage depicts them. Gloom prevailed. Failure dogged her footsteps.

Then she met her benefactor, a kindly social leader with a sense of humor. Mrs. "Y" knew the fads and foibles of her own class. She wrote Miss Montpaison's prescription for success. It read: "Be French! Get a new calling card-a French calling card."

The new card read: Mlle. Marie de Montpaison Champs Elysée

Butlers began to beam. Great ladies sent Mademoiselle to other great ladies. She became a cult. When last seen she had secured financial backing and was about to open a shop in one of the best

side streets just off the Avenue.

As yet no one has found an "open sesame" to all doors. No one has invented an "interviewer's handy skeleton key." But real ingenuity seldom fails to pick most

locks.

### Milwaukee Club Becomes Advertising Council

The Milwaukee Advertising Club has been reorganized as a division of the Association of Commerce, to be called the Advertising Council. The officers

the Advertising Council. The officer of the council are as follows: N. L. MacLean, of Klau-Van Pieter-som-Dunlop, Inc., chairman; W. C. Bliedung, advertising manager of the O. C. Hansen Manufacturing Co., vice-chairman, and Frank Cleveland, secre-

chairman, and Frank Cleveland, sectrary.

Directors for two years: N. L. MacLean; A. N. Candee, National Enameling and Stamping Company; Felix Lowy, Palmolive Company; A. B. Cargill, advertising manager of the Soutine; Ralph Turnquist, advertising manager of the Journal; Vinton M. Pace, Gimbel Broa.; Lewis C. McMeelkin, Boston Store; Joseph Aultman, Aultman, Inc.; and Walter L. Distelhorst, First Wisconsin National Bank.

For one year: Edward Wolff, David

consin National Bank.
For one year: Edward Wolff, David
Adler & Soas' Co.; R. T. Carver,
Cramer-Krasselt Company; Martin M.
Taylor, Koch Company; R. R. Johnstone, Johnstone Advertising; John H.
Moss, Rockwell Manufacturing Company; F. H. Stover; W. J. Booth. Weyenberg Shoe Company; W. H. Meyer,
Milwaukee Paper Box Company; Frank
A. Fitzgerald, Cream City Bill Posting
Company; and Carl M. Huntley, Everwear Hosiery Company.

Izzard Agency Advances

Ivan F. Morris Ivan F. Morris, who has been head of the plan department of the San Francisco office of the Izzard Company, has become manager of that office, suc-ceeding L. A. Pierce. Mr. Morris was formerly with the copy department of the Izzard Company's Seattle office.

S. T. Farquiar, formerly with the H. K. McCann Company and since the first of the year head of S. T. Farquiar & Co. Advertising Agency, and F. R. Hildebrand, formerly with the San Francisco Call, have formed a partnership under the name of Farquiar & Hildebrand Company, to conduct a general advertising agency in San Francisco. cisco.

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## The One Way To Results In Muncie—Use The Star

Given a city of some 36,000 people; a city which has increased its population 52% in the past ten years, and you have a city which is showing a wonderful growth.

Given a city which has a yearly payroll of \$30,000,000, which has 9,000 factory workers; a city whose bank deposits aggregate \$9,000,000, and its per capita savings average \$242.50, and you have a city with money to spend.

Given a city where one newspaper carried a total of 8,150,300 agate lines during the year of 1920, against a total of 4,157,090 agate lines for the other newspaper, and you have a newspaper which is undoubtedly delivering the goods.

Given a newspaper, which goes into 96% of the homes of a city, and which has more than double the circulation of the other newspaper, and you have a newspaper which has great reader, as well as advertising interest.

Given an advertiser who is progressive; such a city, and such a newspaper must demand his patronage. The city is Muncie. The newspaper is The Muncie Star. The Muncie Star, The Terre Haute Star and The Indianapolis Star form

## The Star League of Indiana

The Greatest Combination of Quality Circulation in Indiana

Eastern Representative—Kelly-Smith Co., Marbridge Bldg., New York.

Western Representative-Glass & Irvin, Wrigley Bldg., Chicago.

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

June 2, 1921

PRINTERS' INK

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## CLASS

You find society women at the races, not at the sewing circles.

You see millionaires riding in Rolls-Royces, not in Fords.

You notice the diamond tiaras gathered together at the opera, not over new crochet patterns.

And you find these same people reading class magazines, not million-circulation mass magazines.

Get out of your head the idea that the 390,000 class families of America can be adequately reached by advertising in mass publications.

They read the publications that are built around their own lives, interests, tastes, and needs.

Doesn't it stand to reason that quality merchandise of every kind can be brought to their attention with the least waste of time, money, and effort through such publica-tions as Vogue, Vanity Fair, House & Garden?

#### THE NAST GROUP

Group rate \$2,600 a page Group circulation Over 300,000

## PRICE

You don't complain because ten carats of diamond cost more than ten tons of coal.

It doesn't seem queer to you that a Whistler etching costs more than an acre of farmland.

Isn't it also reasonable that a class circulation of 100% buyers is worth just anything you please to mention?

The Nast Group offers you precisely this type of circulation. More than that, it offers you a service—the entrée into the homes of the most valuable group of prospects there is.

You can't evaluate that service, any more than you can evaluate a Stradivarius violin. It's worth just anything, because it cannot be duplicated.

If you have a quality product to sell, you can't possibly buy enough of this circulation—or pay too much for it.

We could charge you twice—four times ten times the price, and it would still be worth your while to buy the entrée to the homes of class families that we give you.

#### VOGUE VANITY FAIR HOUSE & GARDEN

Group rate \$2,600 a page Group circulation Over 300,000 40

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Over 300,000

## Erie Under Test

Erie, Pa., altogether a manufacturing city, is well withstanding the test of business depression. The reason is—diversified industries.

Erie is not a one crop town. There can never be a knock-out blow. The city is large enough—100,000 population—and has such an array of varied manufactures, that a sound market is constantly assured.

## Erie Daily Times

(A. B. C. Member)

### Paid Circulation 26,654

Average for April, 1921

Line rate 8c flat

Evenings except Sunday

A few months ago the Erie Evening Herald and Morning Dispatch combined.

It is interesting to note that the A. B. C. statements for the six months ending March 31st, 1921, showed that the Erie Times had more than treble the daily average circulation of the Evening Herald, double the average circulation of the Morning Dispatch, and about 50 per cent more than the Sunday Dispatch.

It is significant also to note that in spite of business depression the Times in 1921 has had the biggest business records since its establishment thirty-three years ago.

The Erie Daily Times for EVERY National Advertiser

Representatives

## E. Katz Special Advertising Agency

· Chicago

Kansas City

New York

Atlanta San Francisco

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June 2. 102

## Saving an Old Industry Hard Hit by Whim of Fashion

Manufacturers Launch Co-operative Campaign to Restore Suspenders to Man's Winter Wardrobe

#### By Martin Hussobee

"WHAT, do you still use those things!" exclaimed the athletic Beau Brummel of Yale (or was it Harvard?) when he saw a classmate wearing suspenders. A few days later every young man in the country seemed to have discovered that wearing suspenders was the worst sort of faux pas.

Soon the suspender manufacturers were wondering what to dothe sale of suspenders had dropped thirty per cent in a year. Now thirty per cent in a year. Now these same manufacturers have launched a co-operative campaign to wake up the trade, and around Christmas time they will be appealing to the girls to help put suspenders back on their sweetheart's shoulders.

This whim of fashion among young men not to wear suspenders had gone so far that the big makers of young men's clothing left off putting suspender buttons on Hence an interesting trousers. feature of the suspender manufacturers' campaign is a series of advertisements prepared for the clothing trade journals.

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Part of the clothing trade copy is addressed to the clothing designers and creators and appeals to them to be good fellows and remember that if the buttons are there the young men may use them. Another part of the copy is addressed to clothiers and begs them to insist on having suspender buttons put on the trousers they or-The slogan is, "Sew the buttons on!"

Before fall, such is the plan of the campaign, the country is going to hear a lot about suspenders. It would not be surprising if Thomas A. Edison were to extend his famous questionnaire so as to include the query, "Why did the cave men die out?" Make a note—the answer is, "Beause they did not wear suspenders." Doctors are only just discovering the good that comes from wearing suspenders.

Last winter, when things were so bad in the suspender business that only the oldest clerks in the store could recollect where the stock had been concealed in the back of the department, some of the manufacturers thought they would try an experiment. They would try an experiment. had a kind of revival meeting among themselves and then in-duced a number of dealers to make a display of suspenders just to see what would happen.

#### RESPONSE WAS IMMEDIATE

The formation of the Suspender Manufacturers' Advertising Committee, Inc., was really the result of that experiment. This display sold suspenders. Some of the sold suspenders. dealers are said to have sold more pairs in the two weeks of the display than they had sold in the previous two years. After that the manufacturers were filled with sufficient hope to declare with confidence, "Suspenders are coming

Among the leaders in the movement to make suspenders fashionable in wintertime were A. C. Knothe, of Knothe Bros., now president of the Advertising Com-mittee; Leo H. Heimerdinger, of the Pioneer Suspender Co., vice-president of the committee; and E. M. Silverman of the Harris Suspender Company, secretary

Since only about a dozen of the largest of the ninety suspender manufacturing firms in the country were ready to join in the co-operative movement, the originators, after several months' work determine the best way to handle the proposition, decided to form a special body and incor-

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porate it under the laws of New York State. This makes Suspender Manufacturers' Advertising Committee very elastic. New members may join at any time by taking stock allotted according to their rating in the trade; and the total cost of the campaign will be borne by the stockholders in pro-

portion to their stock.

A determined fight to save the industry is to be made, whether the cost be equal to only one-half of one per cent on the business done by the members or run up to ten per cent. As at present planned, the campaign will be kept going for three years at least and, if necessary, with a largely increased appropriation each succeeding year. Now that the plans have been matured, new members are joining the committee, showing that they fully appreciate the benefits to be expected from the advertising.

From now on until the beginning of the fall the campaign will consist of pages and double-page spreads in the trade papers. As suspenders do not lend themselves to strong attention-getting art work, the illustrations will include a ship, the idea running from the launching on to the landing at the final port of success.

The slogan is, "Suspenders Are Coming Back!" Early in the fall, consumer advertising will be run in magazines of national circulation leading up to "National Suspender Week," October 3 to 8, when the slogan will probably be "Suspenders Are Back!" Late in the fall the campaign will be made for the Christmas gift trade and will include a special drive to women and girls in the week of December 5 to 10, with the slogan "Give Him Suspenders!" "Give

Meanwhile, dealers will be supplied with a book of window and counter-display ideas and showcard suggestions. A competition, with \$500 in prizes, for the best fixtures or other method for displaying suspenders will be opened in the trade, and the prize-winning idea will be produced, up to a cost of \$5 each, and sent to dealers free.

The suspender manufacturers believe that there are several points in their favor. Among these they count the cuffless trousers and the growing popularity of the softer weaves of tweeds which are too thick to make smart cui The cuffless trouser, trousers. they say, will be found not to "hang" well except with suspenders to hold them just where the designer meant them to be held.

LARGER SUSPENDER SALES MEANS LARGER BELT SALES

But the manufacturers the Advertising Committee have another belief which is still more interesting from a merchandising point. They are confident that increasing the sale of suspenders will increase the sale of belts. which most of them make also.

They base this argument on the experience of the glove manufacturers. The glove people say experience has proved that if men were to wear gloves all through the summer there would be a drop of twenty-five per cent in the annual sale of gloves. The reason of this, they assert, is that some men become attached to old gloves and do not bother to buy new ones so long as they can make the old ones do; other men, wearing the same gloves every day, become too accustomed to them to notice their deterioration. Be-tween the two sets there are enough men, it is said, to reduce the glove trade by so large a proportion as twenty-five per cent from the figure reached by a fall and winter season business solely.

Among the suspender manufacturers the belief is that men who lay aside their belts and take to suspenders for winter will be much more likely to buy, a new belt when the spring sun grows too warm for vests than they would be if they wore their belt all the year The hope placed on the round. suspender campaign is, therefore, that it will not only save the suspender industry, but, at the same time, increase the business of the

belt industry.

#### Federal Farm Loan System to Be Advertised

By Advertising Farmers' Co-operative Mortgage Loan System, Bonds Will Be Sold to the Right Man, the Farmer

#### By Albert E. Haase

EDERAL Farm Loan Bonds are to be advertised direct to farmers, even though they can be sold in large blocks without ad-The Federal Farm Loan Board has become convinced that by using advertising to put across the bond campaign it can not only dispose of the bonds, but that it can also sell the Federal Farm Loan System itself to the This right man-the farmer. bond-selling campaign is being handled by H. H. Charles.

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It will be remembered that this Farm Loan System was brought into being by the Farm Loan Act of July 17, 1916, an act which only a short time ago had its validity permanently established by the Supreme Court. This loan system lowers and equalizes interest rates on first mortgage farm loans, provides long term loans with the privileges of repayment in instalments through a long or short period of years, at the borrower's option, assembles the farm credits of the nation for use as security for money to be employed in farm development, makes it easier for the landless to get land, provides safe and long-term investments for the thrifty.

Congress intended it to be a farmers' co-operative mortgage loan system. But the farmer has only been really acquainted with the borrowing side of the machine. He has not fully understood that he can safely put his savings into it as an investment that will bring profits to him and make a larger money market for other farmers.

Mr. Charles, in telling PRINTERS' INK why the Farm Loan Board had finally decided to use advertising, said:

tising, said:
"Of course, the obvious market
for a security like Federal Farm
Loan Bonds, paying 5 per cent in-

terest and tax exempt, both as to principal and income, is among men of great wealth. This is true because the tax-exempt features and stability of such a bond make it very attractive to those who pay large surtaxes. It knew that there was no record to show to just what extent the farmers of the country have bought the bonds in the past. And it had been warned that it was not probable that any considerable number of farmers now have money to invest outside of their own business. Despite all of these things the Board was convinced that advertising which would make the farmer view the loan system as an institution through which to invest as well as to borrow would sell the bonds, and that eventually a large and dependable market could be created which would largely absorb future And incidentally, though not unimpressively so, it was also convinced that an excellent opportunity to divert some of the farmers' money from blue sky investments was afforded it. The Board was told that in New York State alone in 1919 the farmers wasted \$40,000,000 bogus securities according to the Rural New Yorker, and that in Iowa the farmer lost about \$60,-000,000, according to E. T. Meredith of Successful Farming.

"It was also hoped to check the alarming increase of farm tenancy by inducing retired farmers to sell their land to progressive young men and invest the proceeds in Federal Farm Loan Bonds. These bonds should appeal especially to retired farmers because they are based upon first mortgages—a form of security familiar to country people.

"When it was definitely decided that advertising should be used, it

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PRINTERS' INK

for Lo

was determined to start the campaign immediately. The farmer is sometimes slow in making up his mind about any new proposi-tion, and educational work needs to be done in advance of the time it is expected to make actual sales. The wheat crop, the farmers' largest cash crop, will be ready

guaranteed jointly by the twelve Federal Land Banks with a combined capital of over \$24,000,000. That Federal Farm Loan Bonds

pay 5 per cent interest—a better net income than from most farms rented to tenants.

That Federal Farm Loan Bonds are tax-free. (The principal is

exempt; likewise the income from it.)

That Federal Farm Loan Bonds are staple; for they bring a steady dependable income twice a year, good seasons and bad, are A-1 security for loans, and are easily and quickly convertible into cash.

That farmers can buy Federal Farm Loan Bonds in denominations of \$100, \$500, \$1,000 and \$5,000, either coupon or registered form.

That they will keep the farmers' money out of "blue sky schemes, put it where it will be safe, and help to build up the whole farming business.

But in setting forth all of these facts the copy will never lose sight of the keynote of the campaign "Farmers! This is your banking system —stand behind it."



FARM-PAPER COPY, TO SELL GILT-EDGE BONDS

to market in a very few months." The campaign started in the June issues in upwards of 100 national, State and sectional agricultural publications. Mr. Charles has complete charge of the campaign. In the copy the opinions of editors of many agricultural publications, opinions which Mr. Charles sought, have been taken into consideration. The copy will stress this Government machine as "a farmer's loan system." It

will set forth the following facts: That Federal Farm Loan Bonds are safe since they are secured by first mortgages on productive farms, and in addition they are

#### "Management Engineering" a New Publication

The Ronald Press Company, New York, will publish the first issue of a new engineering journal, Management Engineering, in July. This publication will appear monthly. It will deal with "practical methods of every-day application for the control of men, machinery and materials in productive industry."

#### L. J. Sholty Rejoins Chicago Agency

Lester J. Sholty, who for the last year has been with the Otto J. Koch Company, Milwaukee advertising agency. has returned to Chicago and has joined the staff of the Ralph W. Merrill Company.

June 2, 1921

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PRINTERS' INK

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## Your Message in The Baltimore Sun

is delivered directly into the homes of Maryland's big city by exclusive Sun carriers.

The homes pictured above are representative of those on Sun Route No. 51, which is located in the Northern section of Baltimore. Daniel Lancaster, who devotes his time to the delivery of THE SUN exc usively on this route, serves THÉ SUN to more than 90 per cent. of the homes in his territory.

• The circulation of THE SUN is growing steadily. For April, 1921, the average paid circulation daily (morning and evening) was 217,726—a gain of 34,435 over April, 1920 and that of The Sunday Sun was 150,541—a gain of 13,040 over April a year ago.

I You can sell your product in this great market quickly and efficiently through THE BALTIMORE SUN.

#### Everything In Baltimore Revolves Around





Morning

Evening

Sunday

JOHN B. WOODWARD Times Bldg., New York

GUY S. OSBORN Tribune Bldg., Chicago

Baltimoreans Don't .Say "Newspaper" -They Say "Sunpaper"

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# SUNSWEET PRUNES

## A desperate situation saved

Journal of Commerce

November 4, 1920
"The prune controver has made the market middle the market market middle the market middle the market middle the market middle the market declined to the point where meet crop fruit at the market declined to the point where the market declined to the market declined to the point where the market declined to the point where the market declined to the market declined to the market declined to the market declined to the market middle the middle the market middle the middle the market middle the ma

Then 79 Days Later

New York Commercial January 22, 1921

January 22, 1921

"As an illustration of the volume of business which has been moving in prunes, one interest points out as a conservative astimate that between 150 and 200 cars of prunes here been moved at New York during the past 30 days."

ON November 4th the prune market was "dead." On January 22nd it was "sold out." Sunsweet Prune advertising exclusively in the New York Evening Journal cleared the market.

In November the prune trade in New York faced a desperate condition. Neither food broker, jobber nor retailer could sell nor would consumer buy. This led to attempts to cancel earlier orders for 1920 crop then moving to the market.

To save the situation, the California Prune and Apricot Growers' Association launched the most brilliant advertising campaign ever undertaken in New York for a food product—and used the Evening Journal exclusively.

#### Merchandising co-operation plus

First, the Merchandising Service Department of the EVENING JOURNAL called on practically every dealer here, placed 30,000 posters, window strips, festoons; arranged window display contests; showed dealers how to link up their selling efforts with the consumer advertising and roused dealer enthusiasm through Grocery Trade News, one of the five trade papers\* published by this department.

EVENING JOURNAL advertising to more than a million daily readers did the rest.

Read what the General Manager of the Association said. \*Copies on request.

LARGEST DAILY CIRCULATION IN AMERICA

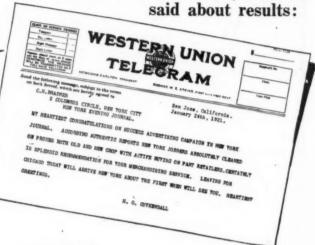
THE NEW YORKE

(Member Audit Bureau

PRINTERS' INK

This is what Mr. Coykendall

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167,400 calls made since January, 1920

contacting dealers in the New York market for Journal-advertised products of every line of manufacture. This practical merchandising co-operation moves goods, and is backed up by the tremendous selling power of EVENING JOURNAL circulation.

Write for data on your New York market

This efficient merchandising cooperation is offered without cost to manufacturers of worthy products who plan to enter and win the greatest market in America.

NEW YORK EVENING JOURNAL 2 COLUMBUS CIRCLE NEW YORK

504 Hearst Bldg., Chicago 58 Sutter St., San Francisco

DOUBLE ANY NEW YORK EVENING PAPER

EVENING JOURNAL

Circulations)

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June 2, 1921

## Nothing could be fairer

"WE want you to give us some of your printing business," said one of our service men to an advertiser.

"Why should I?" was the prompt reply.

Nothing could be fairer than such a question. But it was answered then and there to the advertiser's satisfaction. And we can answer it to your satisfaction. But you must first give us the opportunity.

It's a short story, but with it goes the evidence of why other people give us their business.

#### CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING 461 EIGHTH AVE., NEW YORK Telephone Longacre 2320 An

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#### How to Write a Sales-Making Letter

An Old Formula That Will Save Much Rewriting by the Unpracticed Correspondent

#### By C. P. Russell

)LD sharps in direct-mail advertising are sometimes able to sit down and write a good sales letter right off the reel. They know what the principles are, and besides, long practice has enabled them to write effective letters al-The hard most automatically. work for them comes beforeconsists, among other things, of a study of the product, of the manufacturing processes, of the rate of production, of the market, and of the class of customers to be aimed at.

When it comes to the actual writing of a letter intended to get business, they have all the necessary details at their fingers' The composition comes comparatively easy. The word "comparatively" here should be emphasized, because the writing of a resultful letter is not so easy at that. Sometimes even experienced correspondents have to rewrite a letter five or six times before they get it in proper shape.

Only the other day a certain sales promotion manager, in discussing a letter which had brought him eminently satisfactory returns, told the writer that he had rewritten it no less than seven

Sales-creating letters then, like plays, are not written, but rewritten.

However, it will not necessarily help the occasional correspondent or worried executive who suddenly finds himself confronted with the necessity of writing a letter on which much depends, to tell him not to be afraid to rewrite his composition. If he is not sure how to proceed in the first place, several rewritings may not im-prove his letter. What he needs is a knowledge of some simple

formula that at least will enable him to observe some sort of logical order, and that will keep his paragraphs in proper sequence,

For the short selling letter which is to fill not more than the usual 81/2x11 page the average writer cannot do better than to follow the sequence often recommended for advertising copy:

Attention Interest Desire Action

An easy way to remember this formula is to call in the "law of association," which is the old reliable among memory aids. to be noted that, reading downward, the first letters of these words spell the opera "Aida." When you start a letter, then, say "Aida" to yourself and you won't go far wrong, at least as far as the form of your letter is concerned.

To show what can be done by following this device, let us cite a letter that enabled a Southern lady to do a profitable business without leaving her home. It was typewritten on a note-size, graygreen, deckle-edged paper, and was individually signed.

MRS. JOHN JONES,

PROSPECT STREET, MOUNTAIN LAKES, N. J.

MY DEAR MRS. JONES:

In the old Colonial days preparation for Christmas began months before, Miss Sally herself superintended the

Miss Sally herself superintended the making of mince-ment, brandied peaches, stuffed fruit, charlotte russe, and all the delicacies that made a Colonial Christmas so eniovable.

Aunt Mirandy, whose kind old face radiated the fact that she knew a lot of good things she would not tell, was forced to stop often and clear the kitchen of interested children who just could not keep away from the source of such delicious odors. such delicious odors.

Not the least among her treasures was Miss Sally's recipe for fruit cake, which was famous for miles around and which always brought praise from the Colonel. To get such a cake now, made in a Southern home by Miss Sally's own secret, is a rare treat indeed, and you will surely be glad to know that you can.

A two-pound size will be sent you C. O. D. for three dollars. So many friends and acquaintances have ordered that I would appreciate your sending your order as far in advance as possible.

Cordially yours,

SALLY WHITE.

RALEIGH, NORTH CAROLINA. November 22, 1920.

A little study of this letter reveals the fact that it not only follows the above formula, but follows it by paragraphs. The letter having been sent out a few weeks before Christmas, the first paragraph, it will be seen, is calculated to get attention. Fruit cake is a toothsome object and any talk designed to sell it must appeal directly to the appetite. This paragraph accomplishes this not by mentioning fruit cake, but by calling the appetizing list of all the things that usually go with it.

The second paragraph arouses interest because it presents a picture of a scene common to childhood everywhere and thus provokes reminiscences.

Note now how the third paragraph finally introduces the fruit cake and creates immediate desire for it by means of such words as "treasure," "praise," "secret," "rare treat" and by the suggestion not that you "ought" to buy it, but that you "can" buy it. In other words, the hint is strong that the writer is doing you a favor by making this offer.

The fourth and concluding paragraph insures action, first, by the C. O. D. offer—which defers payment until the receipt of the goods—and second, by the hint that there is already such a demand that you had better give your order early.

your order early.

To make it easy for the prospect a little typewritten order blank, made of the same paper, was enclosed, reading as follows:

Please send me ..... Sally White cakes, two-pound size, C. O. D. three dollars, each, delivery not later than Name

Another letter advertising the same cake was sent after Christmas to a different mailing list, reading as follows:

#### SALLY WHITE

Mrs. Edmund Elon, Forest Hills.

Long Island.

My DEAR MRS. ELON:

When you picture to yourself the perfectly appointed tea or dinner, do you not take into consideration the little delicacies that give the final satisfying touch?

And do you not wonder where you can get a new delicacy—something different and delicious?

There is a different fruit cake made by a recipe which has been handed down from generation to generation, and friend to friend, from the days of the Old South. It is known as "Sally White." May I send you a two-pound size, C. O. D., for three dollars?

Cordially yours,

SALLY WHITE.

RALEIGH, NORTH CAROLINA. January 24, 1921.

This letter did not bring returns so satisfactory as the former, and the reasons are apparent. Not only was it mailed after Christmas, when the appetite for fruit cake was necessarily somewhat dulled, but it failed to follow the pattern that had proved so successful in the preceding case. The steps attention-to-interest are taken, but the desire is not sufficiently developed, and the action-creating close loses strength

because the final sentence is a

somewhat hesitating request for

business without that hint of an

already existing demand that

made the first letter so effective. Otherwise the letter is a good one. It is very clearly phrased and the first two paragraphs strike just the right note, but not even a little drawing in the upper right-hand corner of the letter containing a fac-simile signature made the composition as telling as the

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June 2,

The I pushing trade fie with a cattractigood should be the cattraction once eachy the cattraction.

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That delightful summer drink, Grange Crush, is being popularized again to the people of Minneapolis again to the people of Minneapolis with a consistent advertising campaign in The Minneapolis Tribune running to the middle of July. Orange Crush was introduced to the Northwest for the first time last year by advertising in The Tribune, and it caught on quickly and was one of the popular fountain orders. The Mo-Junkin Agency places this account.

The R. J. Reynolds Tobacco Co. is pushing Camel cigarettes again in the trade field of The Minneapolis Tribune with a characteristic campaign of big, attractive copy that is going across in good shape. This schedule, running once each week for 22 weeks, is placed by the N. W. Ayer & Son Agency.

The Edward M. Power Co., Inc., has selected The Minneapolis Tribune for a campaign of advertising for the L. E. Smith Glass Co., carrying through to July 1, with frequent insertions of particularly strong copy.

Our good old friend Bull Durham tobacco (roll your own) is back again in The Minneapolis Tribune with a series of advertisements designed to help swell the sales of this popular brand of cigarette and pipe smoking tobacco. Copy and schedule come from the Williams & Cunnyngham Co.

The Frank P. Lewis Cigar Company, of Peoria, Ill., has gone into the Northwest with a heavy campaign of advertising for the Emerson, its feature mild Havana cigar. The schedule ture mild Havana cigar. The senedule runs to August 13, Sundays, Tuesdays, Thursdays and Saturdays. The Gowan, Lenning, Brown Co. is jobbing the cigars, and special introduction work on distribution is being done under direction of Leon Liesenberg. This business is placed by the Mace Adverticing According to the control of the control tising Agency.

Summer tours over the Great Lakes are being most attractively advertised in The Minneapolis Tribune to the people of Minneapolis and throughout the Northwest for the Great Lakes Transit Corporation. Copy comes from the E. P. Remington Agency.

The Blekre Tire & Rubber Co., of St. Paul, which has just begun produc-tion in a big way in its new factory, is doing some remarkably good adver-tising in The Minneapolis Tribune for its line of automobile tires. This ac-count is being prepared and placed by the Woodall & Amesbury Co., Agency, of Minneapolis. of Minneapolis.

The Hotel Vendome, of Boston, has contracted with The Minneapelis Tribune for an advertising campaign to be carried in The Sunday Tribune. Copy and schedule come from the Amsterdam Agency.

A. P. W. paper week was made a popular affair in Minneapolis by liberal advertising in The Minneapolis Tribune preceding and during the week. This account was placed by the Byron G. Moon Company.

Familiar old P. A. (Prince Albert) tobacco advertising is running again in The Minneapolis Tribune and is hammering home the "goodness of P. A." with 560-line copy, placed by N. W. Ayer & Son.

To hold 'em up, wear Boston gar-ters. That isn't just what the adver-tising says, but that's what it means. Minneapolis Tribune is carrying The Minneapolis Tribune is carrying a strong campaign of advertising for Geo. Frost & Co., manufacturers of the Boston garter, copy and schedule coming from the H. B. Humphrey Co. This advertising hits the ball twice a week in The Tribune, telling in a convincing way the good qualities of Peaten seaters. Boston garters.

Member A. B. C.

## The Minneapolis Tribune

FIRST in its City

FIRST in its State

FIRST in its Federal Reserve District

Is the oldest and best daily Newspaper published in Minneapolis. Has the only 7-day Associated Press franchise.

Accepts no questionable advertising Makes no trade contracts. Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation

original one. And the chief reason was that there was not enough appetizing talk about the product itself-the cake.

The conclusion, therefore, is that no one of the necessary steps-attention, interest, desire, actioncan be omitted or shortened without risking a loss in the effectiveness of the letter as a whole.

Some letter writers are so bent on getting attention in the first sentence or paragraph that they forget the necessity of immediately converting the attention into interest. The consequence is that they try to skip directly into the creation of desire or action without the necessary preliminaries, and their letters seem weak or illogical. Other writers make the mistake of trying to create the desire in the very first paragraph. The necessary descriptive matter trails along, but by the time the reader has finished it there is no "punch" which will make the prospect reach for his

The setting forth of this formula does not mean that it is to be followed rigidly in every case. Some writers make up their own rules as they go along and achieve success by adapting them to the circumstances. But the man who has not had long experience in writing sales-making letters can save himself a lot of fussing by striving to acquire that essential of all good things-form.

#### J. W. Wood Leaves Randall Agency

J. W. Wood, for a number of years with the Green, Fulton, Cunningham Co. and several other Chicago agencies and more recently with the Fred M. Randall Co., has resigned his connection with the latter firm. No announcement of a new connection has been made, Mr. Wood having gone to his farm near Brooklyn, Mich., for a few months' rest.

#### H. D. McConnaughey Joins Alexander Agency

H. D. McConnaughey, formerly in the copy and plan department of H. W. Kastor & Sons Advertising Company and more recently advertising manager of the Associated Almond Growers, is now associated with the Alexander Ad-vertising Agency, Inc., Chicago.

#### National Farm Power Is Dissolved

The National Farm Power, which heen the selling organization for Far and Home, Northwest Farmstead, Torange Juda Farmer, American do Cuiturist, New England Homestad, at The Dakota Farmer, has been dissolve

The Dakota Farmer, has been dissoluted in the publications are now on and operated by the following panies, each of which maintains own selling organization: Phelps lishing Company, Springfield, Maram and Home and New Eng Homestead.

C. E. Burns is business manager this company. Warren A. Priest, formerly

this company.

Warren A. Priest, formerly Ne
England representative of both public
tions, has been appointed advertism
manager of New England Homestea
and is located in Springfield.

A western office has been establish
in Chicago, with J. Lewis Draper, fe
many years western advertising ma
ager, in charge, representing both
the Phelps publications. In New Yo
both manera are represented by I. We oth papers are represented by J. Hastie.

American Agriculturist, American Agriculturist, Inc., Ne York: American Agriculturist. It we recently announced in Printers' Is that this publication had been purchas by this company, which has as its of cers: Charles W. Burkett, presiden E. D. De Witt, secretary and treasure and Thomas A. Barrett, business manner of the secretary and the s

A. E. Larson is western represent tive at Chicago, for American Age

Orange Judd Farmer Publishing Company, Chicago: The Orange Jud Farmer. A. C. Haubold is owner of the company. C. B. Bokelund is easter

representative.

Northwest Orange Judd Co., Minn apolis: Northwest Farmstead. Bushnell Co., Aberdeen, S. Dakota Farmer. W. C. Allen, former at Chicago, is business manager of the publication.

#### Herold-Garber Co. at Indian apolis

vertising, has moved its executive office from Detroit to Indianapolis. Sale The Herold-Garber Co., direct offices will be continued in New Yor and Detroit.

#### "Dove" Accounts with J. H. Cross Agency

D. E. Sicher & Company, makers of Dove Undergarments, have placed their advertising account with J. H. Crost Company, Philadelphia.

#### Buy Direct Advertising Company, South Bend

E. Bon Durant and Norma Booth have purchased the Direct Advertising Company, of South Bend, Ind. Is

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Big Little Business and Little Big Business



NE of the big problems of big business is its very bigness.

As a business grows, there comes a period when it is too much for one man to run—it gets out of hand here and there.

The more salesmen you have, the harder it is to insure that your product will be uniformly presented to buyers in different parts of the country.

The more branch offices you have, the more different sales policies are likely to be actually (though not perhaps avowedly) in operation.

To present your intentions and achievements to the great public through advertising is also to mould and unify the opinion of that lesser public which is your staff.

Advertising is to big business what uniform discipline is to an army. It fixes, standardizes, and publishes the best way of saying things and doing things.

When the right conception of your business is part of

national public opinion, it becomes also the public opinion of your body of employees.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

## GEORGE BATTEN COMPANY, Inc. Advertising

10 STATE ST. BOSTON 381 FOURTH AVE. NEW YORK McCornick Blue. CHICAGO



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### Is Profit-Sharing Coming Back?

Important Announcements by Large Companies Point That Way

#### By Roy Dickinson

ONE fact which points to an early general revival of industry is the renewed interest and activity in profit-sharing plans. Printers' Ink Monthly for June contains a résumé of several of these plans. It is pointed out that the Procter & Gamble Co., the Larkin Co., The Studebaker Corporation, Sears, Roebuck & Co., and the General Motors Company are continuing their profit-sharing and employee representation plans. In all the cases investigated, the idea has worked well and is being carried forward in a manner satisfactory to both management and employees.

As the heads of various great corporations see better industrial conditions ahead, they are considering better methods of increasing

industrial morale.

Greater production with fewer men, elimination of some of the wastes in production and distribution, both require better co-operation for their fulfilment. Within the last week three more great industrial organizations have announced plans for stock owner-

ship and representation.

The American Woolen Company, in accordance with the 1920 annual report, has offered employees the opportunity to subscribe to the common stock of the company at \$66.50 per share, or almost \$8 a share less than the prevailing price on the stock in the outside market. The number of shares allotted to each individual is limited to twenty, and payments are to be made at the definite rate of \$1 per share per week to be deducted from regular pay. Interest on unpaid balances will be 5 per cent.

be 5 per cent.

It is provided that dividends shall be credited on the stock subscription account, but they will not cancel regular weekly payments. If the mills should close

again through lack of orders, payments may be stopped until work is resumed, provided the employee implies a willingness to return to work when production is resumed.

A subscription once entered into may be canceled by the employee at any time, and he will be returned the money he has paid in, with interest at 5 per cent.

If he holds on to his stock for five years he will be entitled to a special payment of \$12.50 per share. On the basis of the current \$7 dividend and a special payment of \$12.50 a share for five years or \$2.50 per share per annum, the net return to the employee subscriber would be over 14 per cent.

The price of \$66,50 represents the average price paid by the company from time to time during 1920 in the open market.

The details of the plan were explained to agents by President William M. Wood, were communicated by them to the overseers, and by them to the wage earners.

SWIFT'S PLAN FOR JOINT GOVERN-MENT

On May 23 Swift and Co., of Chicago, announced their employees' representation plan. Louis F. Swift, president of the company, in explaining the details for this new joint government said:

"Through an assembly and its committee at each plant, we believe that we have provided machinery whereby the company will learn more of the difficulties with which the men are confronted, and the men be given a new idea of the problems of management."

The announcement setting forth the purposes of the plan says:

"The plan provides for an assembly composed of equal numbers of elected representatives of the employees and appointed representatives of the management, acting in detail through committees

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scription not can ments.

of the assembly. The assembly will discuss and make recommendations on all questions referred to it, or raised by it, relating to the joint interests of the company and its employees, and to working conditions in particular, such as wages, hours, safety, sani-

tation, and like matters.

"When any decision of the assembly or joint representatives is reached by a two-thirds vote it will be sent to the management for action and will have binding effect upon both employer and employees, unless within fourteen days the board of directors of the company or the employees' representatives request the assembly to reopen the matter for further consideration with a view to reaching an agreement.

"When after such reconsideration in the assembly it is deemed impossible to arrive at a collective agreement by joint conference on any one issue, the management and the employees are at liberty to take such action outside of the plan as they may think desirable. But such action will not of itself terminate the general use of the plan which shall continue in full force so long as it is desired by employer and employee.

"No favor or prejudice may be shown either by the company or by the employees toward any employee in the matter of voting or in any other matter by reason of the employee's race, religious creed, political belief, membership or non-membership in any labor union or other organization."

#### PENNSYLVANIA RAILROAD'S PLAN

The Pennsylvania Railroad System, through W. W. Atterbury, vice-president in charge of operation, announced to its army of employees a plan whereby the men are to have a voice in management. A ballot was distributed upon which the employees of the system could vote for individuals to represent them in conferring with management.

These men will be recognized by the management as empowered to speak for the men by whom

they are chosen,

Such representatives may or may not be members of union:, as the employees themselves decide As soon as these men have leen chosen the officers of the road will seek a conference with them in order to negotiate rules and regulations. The representatives of the men will be protected in their position no matter what may be their attitude with reference to the provisions of such rules and regulations.

They will be provided with the necessary transportation, and the company will reimburse them for time lost, and for reasonable expenses while on the job of conferring with management.

All these promises, it is again stated, apply to a Union man as well as a man not a member of a national Union.

An interesting part of this plan is the statement of General Atterbury about the three "Musts" which will have to be worked out by the men and the management in co-operation:

1. The public must have efficient

and economical service.

2. The officers and men must be paid good wages in return for good service rendered. 3. We must earn a reasonable

return on the capital invested in

the property.

These three necessary results of any plan of co-operation are worthy of emulation, and service to the public is put first, where it

In the meanwhile Henry Ford has found that co-operation keeps up production with greatly de-

creased personnel.

The company has been turning out more than 4,000 cars and trucks daily for over a week past. The high water mark in production was set on October 20 of last year, when 4,688 cars and trucks were produced. This record feat, was accomplished by a force of approximately 60,000 men.

This year production has been climbing steadily with 3,860 cars and trucks produced on May 3, 4,072 on May 6, and 4,083 on the following day. Production has been climbing almost daily since the employees and appointed representatives of the management, acting in detail through committees

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PRINTERS' INK

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You can know in advance the extent, the buying power, and the buying willingness of the Minneapolis market for any goods you may have to sell. The Minneapolis Journal will furnish you with a trade analysis that will be individual, up-to-date and thorough, for Minneapolis, the Twin Cities, or the entire Northwest.

## THE MINNEAPOLIS JOURNAL

Represented in New York, Chicago, and San Francisco by O'Mara & Ormsbee then, and is now hovering well above the 4,100 mark. But the fact most worthy of note is that the record of 4,688 took 60,000 men: the work this year is being done with 40,000. Instead of the bonus being paid at the end of the year it is now paid every day, and has been averaging about \$3 per week per man.

The results in the Ford shop are being duplicated in many other individual plants and entire in-

Production, when there is sufficient demand to require full time production, has been kept up by

a far smaller personnel.

In this situation it is safe to predict that more discussion than has been the case in the past two years will be heard about industrial relations and systems of representation in industry.

The present seems a good time to secure the sort of close cooperation between management and loyal employees which will put concerns in a good position for steady production as demand is gradually increased by advertising and more aggressive sales

methods.

#### An Advertising Club Stimulates a City

The Advertising Club of Boise, Idaho, has endeavored to instill in the business men of that city a confidence business men of that city a confidence in the city by presenting at a series of luncheons a report on a survey of the commercial possibilities of Boise. Three addresses were made, the subjects being "Boise as a Distributing Centre"; "Boise as a Home City."

"Boise as a Home City."

Following these three luncheons a banquet was held at which the three addresses were summarized and a complete report of the survey was made.

made.

#### Conti Fireworks Company Appoints Agency

The Conti Fireworks Company, New-castle, Pa., has placed its advertising account with the Frailey Advertising Company, Youngstown, Ohio.

Beckwith Agency to Represent
Kansas City "Journal"
The S. C. Beckwith Special Agency
has been appointed national representative for the Kansas City Journal.

Want Sampling Equipment Standardized

been climbing almost daily since

The National Sample Men's Association, which several years ago ado ted standard sizes for sample cards and standard sizes for sample cards and books, now proposes to undertake a campaign for the standardization of sizes of trunks, telescopes, photograph books, swatches and all other sampling equipment. At the convention of this association, recently held in Chicago, it was brought out that the use of automobiles by salesmen has made it more necessary than ever that standard sizes, determined largely from the standpoint of the salesmen using automobiles, must be adopted throughout the country.

The association has appointed a committee to co-operate with mills and manufacturers of all sweaters, knit goods and men's wear, such as underwear and

manufacturers of all sweaters, knit goods and men's wear, such as underswear and shirts. The object being to have these lines folded uniformly so that the various mills will send out their samples all of one size, or as near to this standard as possible, so there will be no waste space in packing them in trunks. The committee has already recommended two different size of folders. recommended two different sizes of folds on certain classes of garments, and will perhaps recommend a different standard for summer wear as distinguished from

winter wear.

#### In Kansas City Fifteen Neighborhood Banks Are Adver-

tising In Kansas City fifteen banks, not located in the business section of the city, have joined together in a coperative advertising campaign. This campaign is endeavoring to educate the public to use their neighborhood banks as meeting places, and to prove to the public that the neighborhood bank is more convenient than the downtown bank. These fifteen banks are banded together; in an association known as the together in an association known as the Neighborhood Banks of Kansas City. The advertising is handled by the Gray Advertising Company, Inc., of that city.

#### A Milline Booster

O. H. Luck
PORTLAND, ORE, May 19, 1921.

Editor of PRINTERS' INK:
The article regarding "Millines" by
Benjamin H. Jefferson, published in the
May 12 issue of PRINTERS' INK, seems
to me the most practical thing I have
ever noticed within your pages.
The "Milline" system of selling space
should be adopted universally. Its
adoption will cut out the waste of many
millions of dollars, secure greater re-

millions of dollars, secure greater re-sults for each dollar invested in advertising and promote respect for the advertising profession.

O. H. LUCK.

Mace D. Osenbach, formerly with Joseph Klein, New York, has joined the financial advertising staff of The Commercial and Financial Chronicle, New

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## Audience

#### Scattered and Concentrated

A publication with a circulation of one copy in every city, town and village in the United States would have a distribution of nearly 30,000.

Concentrate that amount of circulation in a single market like Chicago and its efficiency is materially increased.

Add to that circulation until it numbers approximately 400,000 and keep it confined to the Chicago market—

Then what have you?

High efficiency circulation.

That is what the Chicago Evening American sells—high efficiency circulation—a concentrated reader audience of over 1,200,000 in territory simply and effectively controlled in a distribution plan that will be cheerfully explained to you at your own desk.



Read every week day by over 1,200,000 people

PRINTERS' INK

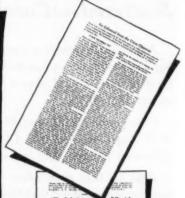
June 2, 1921

a

# The Most Quoted



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SPENCER.IND.

# Farm Paper

FARM LIFE'S gospel of good cheer, its faith in the future, and its racy, idiomatic, farmer-like way of expressing that faith, is much appreciated by the press of the country.

During the past few months Farm Life has easily been the most quoted farm paper.

The clippings displayed on the opposite page show how liberally the editors of the country have used their space to give wider currency to the ideas originated in the Farm Life office.

This frequent mention builds prestige for Farm Life, and assures an acceptance that makes Farm Life advertising doubly valuable in the eyes of dealers and sales organizations.

#### THE FARM LIFE PUBLISHING COMPANY Publishers

JAMES M. RIDDLE COMPANY Advertising Representatives

New York Chicago St. Louis Detroit Kansas City San Francisco Atlanta Cleveland

arm Life



# Why the Heifer

Last summer a farmer turned a heifer into a neighbor's pasture. The pasture contained a few bunches of grass, several rocks, two or three shrubs, and an oak tree. The grass soon gave out, so the heifer devoured the shrubs. Then she started on the oak leaves. After digesting all the leaves she had been able to reach she existed on air and water for a few days, after which she died of starvation. Foolish farmer, but dead heifer!

In what condition is your marketing field? Your merchandising methods may be of the best, but if your field lacks financial nourishment results will not be forthcoming.

The Northwest is an attractive field at this time. Dairying makes it so. Minnesota, alone, produces close to one-seventh of all the creamery butter produced in the United States.

This output means that hundreds of Minnesota farmers are getting paid for cream—they are receiving checks every month. This makes them cash customers, active buyers who buy because they can afford to.

Write us for more information about the merchandising possibilities in the Northwest.



The Northwest's Weekly Farm Paper WEBB PUBLISHING COMPANY, Publishers St. Paul, Minn.

Western Representatives: STANDARD FARM PAPERS, INC., 1109 Transportation Bldg., Chicago, Ill.



Eastern Representatives: WALLACE C. RICHARDSON, INC., 95 Madison Avenue, New York City.

Members Audit Bureau of Circulations.

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### How the Eye Follows a Single Line

Compositions in Which This Motif Brings Very Unusual Qualities to the Display—Its Use by a Number of Ingenious Advertisers

#### By A Commercial Art Manager

THERE is a certain entertainer in vaudeville who, with the ad of a stereopticon device, draws pactures, which are in turn greatly dilated upon a screen. But it is not the mere mechanics of his art that makes him so popular nor is it the mere representation of pictures, spontaneously sketched.

1921

What appears to attract the audience is the mystery of single lines. He starts out with a running, easily flowing line that has no definite meaning. Gradually this is woven into some definite pictorial shape—and applause!

The eye follows that alluring line, on and on, until it becomes something tangible. Perhaps it is the element of suspense.

Advertising illustrators are employing some such mode of expression to give campaigns a new amosphere, an added power to attract. Like all passing fads, it will be overdone. When too many advertisers use the idea it will, of course, cease to be of value to any of them. This is always the case.

For the present, however, it is attracting attention and has given us pages and units of space with surprising amount of eye attraction. The eye approves of the single line, the alluring qualities of the thread-like composition against generous white space.

The Wahl Company was perhaps the first advertiser to commercialize and to put the idea to work serially. When an Eversharp pencil is placed against a large area of white paper, and a steady line drawn from the lead point, up or down, or across or around the total space, the eye is oddly attracted. It simply must follow that line to its logical conclusion—to its stopping-place.

The artist, realizing this, takes advantage of the thought, as when an Eversharp line terminates in one or two words of text, written long hand, or leads to a bank of

When the advertising pages are so filled with illustrations that dominate space, in all-over compositions, the relief to the eye of much white space and the single line is logical and to be expected. It is a scientific law of composition.

There are some really remarkable variations of this general theme.

ONLY FAINT LINES, BUT THEY FASTEN THE EYE'S ATTENTION

One of the pages of the Joint Coffee Trade campaign had its human-interest picture at the bottom of the space. It represented Puritans burning a witch at the stake. For the most part, the page was taken up with explanatory and sales text, in type.

But up through this text trailed two very delicate pen lines, ending at the top of the page. However strong the inclination might be for the eye to look at the picture below and stop there, the lines, suggesting smoke from the fire, arbitrarily said, "Come right on up with us and into the reading matter." And the eye obeyed. It is a trick, but an interesting, a legitimate one.

legitimate one.
"What," asked a friend of ours,
interested in advertising, "gives the
latest advertisement for O'Brien's
book on the South Seas such
strange attraction? I find myself
examining it, again and again. It
is the first advertisement that has
seemed to make me see the display
as a whole—all of it, in one
eyeful."

The answer was quite simple. To the left of the space there are two very tall, very spindly palm trees. They are little less than lines, running from top to bottom of the space, and past or through the type. As truly as a train runs

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along a track does the eye run along lines, made doubly conspicuous because of the elimination of everything else.

Several double-column magazine advertisements for The Twinplex Stropper have used flowing lines

to unify the elongated In this case space. these lines have no special pictorial objective; they are nothing more than lines, but they accomplish the artist's purpose, they make the reader go on down, through every square inch of space, from text at top to the half-tone reproduction of the stropper, at the bottom.

Pep-O-Mint advertising now and again takes advantage of the running line theme. Imagine two slender columns of space. with a half-tone of the package in the extreme right-hand upper corner, and the factory, also in halftone, at the extreme bottom. Running from package to building, there is a graceful curved line in dots. "This is the package," states the caption, "that made the mint" -and then a long jump down to the other half-tone: "that made the factory that And beyou built." tween package and factory, that long. curved line monopolizes the space. There is nothing else in it. Compositions of this character are certain to have strong eye attraction.

Diamond Salt does it with a long, attenuated stream of very white grains, flowing from the box, against a dark background, to

a scene below. Wesson Oil "po ter pages," follow an entire camp ign through, with straight, prim lines of the oil as it drips from the container. But the basic though is the same. That line of oil makes the eye link up container with a

a dish that is being

helped by the product. One of the very cleverest of the singlecolumn magazine displays used by Carnation Milk puts the straight line to work -with a reason. A cuckoo clock, at the top of the page, pro-vides for length by pendulum cords, that run down, against white paper, to the small square illustration and the headline.

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Any argument that attempts to refute the necessity, the wisdom, of a composition that will make people stop and look is, of course, rather stupid. Eccentricity, for its own sake, is not valid. It is waste in advertising. It merely calls attention to itself. These peculiar line themes, however, are more than attentioncompellers: they have a mission to perform. They first want to attract you and then they make you concentrate on a picture, on an important headline, on a block of reading matter. They are composition guides, leading the reader here and there.

Incidentally, they have the virtue of eliminating many nonessentials. An advertisement of this character requires a great deal of plain white space. Congestion would defeat its purpose.



#### Bread and Milk

Give your little folks plenty of rich Carnation Milk to drink; pour it over their cereal and fruits. They like its wholesome flavor, and it is good for them because it is so pure. Just cows' milk, that's allevaporated and sterilized for safety's sake. Buy this convenient milk from your grocer. Write for the Carnation Cook Book.

CARNATION MILK PRODUCTS CO. 540 Concumers Building, Chicago 640 Stuart Building, Seattle

## arnation

STRAINING AFTER EFFECT UNNECESSARY HERE

PRINTERS' INK

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## Next to Reading Matter

Every advertiser admits the value of the editorial contents of a publication when he requests "next to reading matter." Now the point is—what kind of reading matter. Especially is this important in a farm paper.

Is that reading matter full of generalities—efforts to interest farmers of Ohio, Alabama and North Dakota in the same article when their crops, farms, interests and reading requirements are entirely different? Or is it reading matter that is written for the farmer's specific needs by men who are spending all their time studying those needs and specializing on the section, the conditions and the crops where that farmer lives and works?

So you see, though "reading matter" is good—there are varying degrees of goodness. And we believe so sincerely in that fact that we publish three different papers and maintain three separate publishing organizations, each one specifically devoted to one of the three States we cover—Ohio, Pennsylvania and Michigan.

When you run next to reading matter get next to reading that really counts—especially when you use farm papers.

The Lawrence Farm Weeklies offer you this editorial background combined with the largest circulation—300,000 weekly—concentrated in a farming territory where there is great prosperity and the best distribution facilities and the lowest selling costs to be found anywhere. A territory where a concentrated campaign will bring sure results at lowest cost.

#### The Lawrence Farm Weeklies

300,000 every Saturday

Ohio Farmer

Michigan Farmer Pennsylvania Farmer
Detroit, Mich. Philadelphia, Pa.

Members of Audit Bureau of Circulations. Members Standard Farm Paper Association.

Standard Farm Papers, Inc., Western Representative, Transportation Bldg., Chicago, Ill.



Wallace C. Richardson, Inc., Eastern Representative, 95 Madison Avenue, New York City. Overcrowding and poor composition have long been cardinal faults of advertising. There are those who will tell you that physical make-up has nothing to do with the case, but the doc-

the outstanding feature that makes this battery outlive its written guarantee of 1½ years



#### AMERICAN EVER READY WORKS of National Carbon Co., Inc.

STORAGE BATTERY

See See Septem LONG ELAND CITY, N.Y. See See Septem Citiania — Chicago Astional Carbon Co., San Francisco, California

THE EYE IS COMPELLED TO FOLLOW THE

trine is a dangerous, ill-advised one. Many years ago the mail-order advertisement was packed with material. It was businesslike, but it was not inviting. Your only reason for wading through it was a self-manufactured desire to learn more about a certain proposition.

But this was, as we have said, many years ago. There was not so much advertising then, and advertising had not on its own initiative cultivated the taste of the consumer. Most advertising was poor advertising in its illustrative or composition sense. But it was all we knew.

Years and years of constant effort have changed this. The public has been educated up to the artistically better. The number of compositions that insult the eye as well as the intelligence has decreased.

And everywhere—in mail-order advertising, in farm journals, in the very homeliest trade publications, we find a splendid tendency to do things the finer way. That is one of advertising's jobs—to make people appreciate what is

All of these clever new conceptions in composition are in line with a thing advertising has long tried to do. They should be encouraged. We hear the cry constantly and with repeated emphasis: "Yes, but there is too much advertising."

All the more reason to give it diversity, cloaks of many moods and colors, a constantly changing physical make-up, aspect, appeal to the eye. Books would become tiresome if all covers were the same, magazines would not have a wide appeal if they were all illustrated by one artist, written by one writer, made up by the same individual. Character is the thing advertising most needs.

The radical, therefore, is received with open arms, when, in his radicalism, he can combine common sales sense with novelty, with invention, with the power to relieve the jaded eye of the restless, impatient reader.

And it is due to the fact that real ideas and innovations are indeed scarce, that advertising imitates itself and its own fads.

"That," says A, "is a new thought and very good. Can't we get up something like it?"

He does not intentionally imitate or plagiarize. He often simply falls into a trap. The popular vogue is the one that perhaps June 2, 1921

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PRINTERS' INK

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# The Star is the "Home Paper" of Washington, D.C.

A veritable army of youngsters carry its great editions to the HOMES of its expectant subscribers—providing you with a definite audience for your announcements.

There's stability as well as volume to the Star's circulation, which make it the ONLY paper necessary to completely cover this field.

# The Evening Star.

WASHINGTON, D. C.

The National Newspaper at the Nation's Capital

Write us direct or through our

New York Office Dan A. Carroll 150 Nassau Street Chicago Office
J. E. Lutz
First Nat. Bank Building

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PRINTERS' INK

June 2, 19:1

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## V O G U E



the
CURSE
of the
HOUSEHOLD

Said a star salesman to a meeting of our advertising staff:

"That magazine Vogue is the bane of my household! It's a positive curse. I'd hate to tell you the quantity of things I have to buy on account of it."

Said the advertising manager of a big Chicago department store to our research man recently:

> "My wife uses Vogue more than any other publication or book that comes into the house. She buys out of it constantly. That magazine costs me real money all the time."

Said the president of a big corporation to one of our solicitors, with a grin:

"Never mind your arguments. I know Vogue is a good book. It cost me \$8,000 worth of mink coat for my wife yesterday. Bring on your contract. I want to get some of that \$8,000 back."

2, 1021



C Vanity Fair.

## EN

read **VOGUE** with a PAD and PENCIL

Visualize for a moment the immense purchasing power of our well-to-do women-nearly 150,000 of them reading every issue of Vogue this year.

Visualize these women, with pad and pencil, reading, studying, checking off in Vogue the items that they mean to buy.

Fix in your mind the plain fact that Vogue is read by people who have money, spend money, and buy Vogue as a direct and present help in the spending of more money in new and pleasant ways.

Hold the thought that there's no better place anywhere to market quality products to receptive prospects than through its pages.

## Here's a Dare!

Take home a copy of Vogue to your wife tonight. Ask her opinion of it. Watch her read it. Pay the resulting bills . . . And then if you don't put Vogue on your list for your next campaign, come up and see us and we'll buy you lunch.

19 West 44th Street **New York City** 

Raloh F. Blanchard Advertising Manager

2, 1921

Steven C. Rawlins Western Manager

PRINTERS' INK

June 2, 1921

should be followed, but this form of imitation is not the best flattery. It confuses the public and it causes bad feeling.

The "long line" type of display

is popular, and deservedly so, since there are so many possible adapta-

tions, without actually "copying."
For a while, at least, the scheme will ride on a high crest. It certainly brightens the advertising pages, in whatever form it takes.

#### Electric Light Men Discussing Public Relations

The promotion of closer relations be-

The promotion of closer relations between the public and public utilities companies of the country is one of the most important problems being discussed at the annual convention of the National Electric Light Association's convention, which started at Chicago on May 31, and which will continue until June 3. A year ago at the annual convention of the association in Pasadena, a new constitution was adopted and a public relations section was created with J. E. Davidson, of Omaha, as chairman. Several meetings of this new branch have been held and various plans for the development of public relations work the development of public relations work

have been neig and various plans for the development of public relations work have been made.

These plans were discussed at a meeting held June 1. The report on the work of the section had been submitted to the entire convention at the opening session on May 31.

At the meeting on June 1 John P. Gilchrist, vice-president of the Commonwealth Edison Company, and chairman of the Illinois Committee on Public Utility Information, reported on the activities of that committee, and suggested the formation of similar committees in other states in order that correct information might be given the public regarding public utilities.

At a meeting of the Commercial Section of the Association on the afternoon of May 31, publicity and advertising methods that would increase public good-will for the electric light companies were discussed.

good-will for the electric light companies were discussed.

P. L. Thomson, of the Western Electric Company, of New York, who is chairman of the Committee on Manufacturers' Advertising, described the good-will campaign which has been conducted by manufacturers of electrical equipment and appliances at a meeting held on June 1. At this same meeting Hartford Powell, Jr., editor of Collier's, spoke on the way public utilities should seek to improve their relations with the general public from the viewpoint of an editor. an editor.

Glidden Company Elections

The recent election of the Glidden Company, Cleveland, resulted in the selection of Adrian D. Joyce as president, O. A. Hasse, Otto Miller and R. W. Levenhagen as vice-presidents, and R. H. Horsburgh as secretary and treasurer.

## Why Milline Is Not Copyrighted

MAC MARTIN ADVERTISING AGENC MINNEAPOLIS, May 23, 19 1.

Editor of PRINTERS' INK:

One thing which impresses me not in relation to Benjamin Jefferson's articles on the subject of the "Milline" is that he has not attempted to copyright or trade-mark it. He has not attempted to build up a special service around it, and he has not attempted in make a religion out of it.

One of the greatest things for the future of advertising is the growing tendency among those in the business to treat their discoveries as such disto treat their discoveries as such use coveries are treated in the medical profession. It is not yet considered unethical in advertising when a man falls on one of these fundamental principles, on one of these fundamental principles, which if given to the world would benefit all mankind, if that man keeps it all mankind, if that man keeps it as secret, or tries to build some kind a secret, or tries to build some kind Such a practice is, however, considered un-ethical in medicine, and this very prin-

ethical in medicine, and this very principle of donating for the benefit of all mankind is the thing which has truly stamped medicine as a profession.

I will wager that there are at least a score of ideas being used right now by selfish advertising men which if given to the world would each be regarded in the light of history as milestones in our progress. Let us throw stones in our progress. Let us throw the searchlight of publicity into our businesses, and see if there are not some such things which the entire ad-vertising world needs right at the prevertising world needs right at the present time. Then let us give them to PRINTERS' INK for the benefit of all. Do not let any one think that I mean that as soon as he gets a bright idea he should rush into print with it. Let him learn from the doctors of the years that they have experimented in trying to conquer tuberculosis, leprosy and many other diseases of the physical body. The commercial body is just as full of diseases as is the physical body. It is the progressive, unselfish advertising man who is finding remedies and when they are given to the world in an unselfish way, the return in appreciation and in reputation is much more than mer

in reputation is much more than mere

money can buy.

Who is going to be the next Newton, Darwin or Huxley of advertising? I am reading PRINTERS' INK regularly, and in so doing I am looking for such

MAC MARTIN ADVERTISING AGENCY, INC., M. MAC MARTIN, President.

## Cling Cutlery Corporation Appoints J. E. Walter

Jerome E. Walter, formerly account executive for Albert Frank & Co., ad-vertising agency of New York, has been appointed advertising manager of the Cling Cutlery Corporation of that city. The Cling company is planning an extensive advertising campaign, which will start in the fall of this year. Advertising Manager

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ad-been the city. ex-will

and R. H. Horsburgh as secretary and treasurer. tensive advertising campaign, which will start in the fall of this year.

## Here's some more about that book of Bundscho's

Nothing like it has ever been done before. It's not just a type book. It's much more than that. It is a textbook on the new typography; the art which advertising has awakened and vitalized; of "Beauty in Business" and "Beauty with a Wallop." That is why Bundscho is offering it for sale—to give the benefit of it to all concerned with whom he doesn't do business, and doesn't expect to.

This book covers the whole range of physical appearance in advertising. It contains—between stiff boards—185 pages, 8 1/2 x 11 inches, showing every good type style, with reproductions of advertisements showing how they can be used most effectively. It gives a display of borders any old veteran is glad to have handy, and is full of useful everyday information for all engaged in getting stuff into type, from the beginner to the oldest hand at it.

No man who has anything to do with the physical appearance of advertising can afford to try to get along without it in these days of higher standards. No such man who has seen it wants to try to get along without it. The price is \$6—just about cost—with money back if you don't find it worth that to you.



J. M. BUNDSCHO · Advertising Typographer
58 EAST WASHINGTON STREET · CHICAGO

# Mass of Class

## —figuratively speaking

LIFE has a circulation each week of over 200,000.

Most of it is newsstand—and like Caesar's wife, above reproach.

Most readers do not buy every issue of Life. If they buy two out of every three, however, Life reaches 360,000 readers two or three times a month. Moreover, investigations have proved that each copy of Life is read by an average of five people—men and women alike.

Life's subscription circulation is not large—comparatively. But that is not strange. It employs no clubbing offers, cut rates, premiums, canvassers or other stimulants. There is no installment plan or deferred billing circulation.

And no subscription is entered, renewed or continued until it is paid for in cash in advance

On this clean basis, Life has attracted an audience of over 200,000 intelligent, well-to-do Americans—truly the mass of class.

Gee. Bee, Are., Life's Adv. Mgr., N. Y. B. F. PROVANDIE, WESTERN MGR. 1537 MARQUETTE BLDG., CHICAGO

Life
reaches prosperity en masse



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CO-OPERATION with the advertiser and the advertising agency, is one of the cardinal points of the "P& A" business creed—and one of the chief reasons why "P& A" customers are invariably boosters.

And just how do we co-operate? By taking as much pride as the advertiser or agency man in the printing qualities of the electrotypes, stereotypes and mats which we produce—and in seeing to it that plates and mats catch insertion dates.

We know you will be interested in getting the "P & A" story, and we suggest that you write for it—today.

## Partridge & Anderson Company

Electrotypes • Mats • Stereotypes
714 Federal Street Chicago





## Sells Merchandise by Advertising Its Advertising

Reliance Manufacturing Company Finds Resultful Way of Reaching Boys' Trade

## By C. M. Harrison

A CCORDING to the experiences of the Reliance Manufacturing Company of Chicago, better selling results sometimes may be gained by using advertising space to talk about advertising matter instead of merchandise.

You don't see this spirit manifested very often. Most advertisers, regardless of their perfectly good intentions and what they conceive to be their ungrudging recognition of the powers of advertising, are really just a bit jealous of that force when it comes down to a final analysis. They insist that merchandise, and merchandise only shall form the subject matter of the advertising appeal. They forget that the longest way around is really the shortest, after all, when judged by the actual results gained.

This seeming jealousy of advertising has led some prominent firms into queer and contradictory situations. One notable case

comes to mind here.

A large jobbing concern spent thousands of dollars in building up a workable system of service for its retail customers. The plan included practical helps in substantially every buying, advertising, selling, display system or operating problem the retailer might have. It was conceived on the altogether logical, and correct basis that the way to get the retailer to buy more goods would be to help him sell more—that the concern's obligation to help the retailer turn merchandise into profit was fully as important as having it to sell to him.

The front office was sold on the service plan to an extent to cause it practically to take off the lid so that the thing could be done right without being held down too much by money considerations.

But when the advertising man-

ager took space in business papers to tell retailers what the company was ready to do for them, he was promptly landed on.

"Quit it!" was the emphatic order from the big boss. "Remember we are here to sell merchandise and

not advertising matter.'

The concern has experienced a change of heart since all this happened, some six years ago. It now is using full page space inviting retailers to permit it to help them sell goods. But the incident is mentioned here as a specimen of what can be seen in many places and to show the need for a more liberal view toward an advertising idea that is fundamentally important.

The Reliance company, which manufactures work shirts for the jobbing trade, also makes a line of boys' blouses, shirts and play suits which it merchandises under the name of "Honor Bright." In its advertising work which is designed primarily to help the retailer sell the Honor Bright line, the principle just discussed has been worked out in a clean-cut way. The plan is highly interesting to advertisers in general, also, because it apparently has solved the problem of how to advertise to boys without encountering waste effort and waste circulation.

## INTERESTING THE BOY IN HIS CLOTHES

Most boys dislike clothes as a matter of principle, just as they are conscientiously opposed to washing their necks or behind their ears. By the time they take an interest in the matter of dress they usually are past the age of blouses and boys' shirts.

"Boys rarely go to their parents with a request for any certain brand of wearing apparel," a member of the Reliance advertis-

ing department said to PRINTERS' INK. "But even at that there is much to be gained through advertising to them in a general way, if only for the purpose of creating a favorable impression in their minds so that they will willingly accept any new style of apparel that their parents may buy for them.

Boys are not interested in the life of their garments. They care little about style. Few of them are concerned about appearance. Hence we concluded that in our advertising we would have to bring forward some sort of argument entirely divorced from the conventional presentation about merchandise. In other words we would have to approach the boys on an advertising basis that made the merchandise secondary or only incidental.'

The idea just suggested is back of an unusual series of advertisements now being run by the Reliance company in magazines and newspapers. These appear and newspapers. under such headings as "How to Make Things," "How to Build a Cabin," "How to Trap a Rabbit." The purpose back of each advertisement is not primarily to sell the blouses, shirts and play suits, but is to tell the boys about a wonderful new book called the "Honor Bright Boys' Handbook." This is a small khaki, cloth-

bound book of 100 pages, just the size to fit snugly in the pocket of a blouse or shirt. It is written on the basis that while boys do not care about clothes they are interested in bows and arrows, snow shoes, traps, camp fires, fishing tackle and other things pertaining to outdoors.

The book is written in plain English and contains more than a hundred pen and ink sketches. It is distinctly not an advertising novelty, but is a valuable work for any boy to have and is sure to interest him. It discusses such outof-door essentials as how to build a cabin, to make a box kite, to use a compass, to tell the direction of the wind when there is not enough breeze to blow a handkerchief, to dry a fish head, to skin a muskrat,

to build a figure 4 trap, to snare rabbits, to make flapjacks, to build a fire without matches and how to do a hundred other things that are of vital interest to every boy between eight and eighteen.

To get a copy of the book a boy has to send in six tags, one of which is attached to each shirt or blouse sold by the company. The tickets must be sent direct to the company. The book then is sent the boy, together with a friendly letter. There also is a letter to the boy's mother, telling her of the good value she will find in an Honor Bright shirt or blouse and what a good thing it is for the boy to get a copy of the handbook.

The proposition of saving the tags has a distinct appeal to a boy. It is his natural inclination to save coupons, badges, stamps and so on.

#### NOVEL USE FOR A COUPON

Attached to each advertisement is a coupon which is good for a free tag if the boy will fill it out giving the name of the store where his parents buy his clothes and telling whether it sells the Honor Bright line. The returns from the coupon are highly valuable, in that they give the company some interesting information to use in communicating with the wholesaler and dealer. The free coupons are printed in a color different from those attached to the garment and the boys are given to understand that only one free coupon will be accepted.

In all the advertisements are featured scenes and actions suggestive of the contents of the book. The boys in the pictures are shown wearing Honor Bright blouses and shirts, but they are doing such interesting things as trapping rabbits, flying kites, building a cabin, putting up a tent or doing one of the many things the book makes plain to them. Each advertisement addressed to the boys is about eighty per cent handbook and twenty per cent merchandise. In the advertisements in other mediums addressed to the mothers the proportion is turned the other

way around.

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## The Disease of Thin Distribution

A great many concerns are discovering this disease. They are beginning to find out the meaning of excessive marketing overhead. Wide-spread but thin advertising, extensive sales promotion work and the covering of huge territories have secured a crop of sales from the large acreage.

But the crop is thin. Intensive marketing work is required to improve the field per acre and this means intensive advertising, intensive sales promotion work, and intensive work with customers.

The Class Journal publications are intensive media in the automotive field. Their circulation has been selected by careful, intensive methods. The editorial is applied intensively to the particular problems of the subscriber.

Automotive Industries is the manufacturers' authority.

Motor World and Motor Age are the selling authorities in the industry.

## The Class Journal Company

Member A. B. C., Inc.

CHICAGO Mallers Building

NEW YORK 239 West 39th Street

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The campaign is merchandised to retailers by means of businesspaper advertising in which emphasis is laid upon the plan rather than upon the merchandise. purpose of the business-paper space is to show dealers and jobbers, just what is being attempted to create a market for the goods. This is in keeping with the entire idea of the plan which is carried forward on the thought that if the advertising matter is sold, sales of the merchandise will come as

a matter of course. The Reliance company has also arranged to advertise the Honor Bright goods in public school text books. Space in a line of spellers, readers and grammars will be used to sell the school boys on the idea of sending for the free tag and then having the shirts bought for them so they can get the five remaining tags necessary to entitle them to a book.

The portfolio announcing the advertising plan in detail is used as the main part of a mail-order effort to sell goods. With the portfolio is a card which reads:

Sales Promotion Department: We are interested in "The Honor Bright Way" of merchandising boys' blouses, shirts and play suits. We

way of merchandising boys blouses, shirts and play suits. We want samples and prices of: Honor Bright Blouses. Honor Bright Shirts. Honor Bright Play Suits. The above to be sent without any obligation or expense on our part.

The card is permitted to tell its own story and no special effort is made to call attention to it. The story of the advertising is counted upon to do the selling in an indirect way. The returns from the card are proving entirely satisfactory to the company.

## New England Golf and Tennis Tournaments for Advertisers

For the ninth time the Century Club's For the ninth time the Century Club's golf and tennis tournaments will be held at Mt. Tom, Holyoke, Mass. These tournaments for advertising men of New England will be held on June 8. The committee in charge has the following members: Daniel E. Paris, N. C. Mansir, Metz B. Hayes, Harry Caswell, Lewis E. Kingman. Murray Purves, Donald McArthur. George A. Dunning, Leon P. Dutch and Ben Moyer.

#### Farmers to Keep on with Marketing Idea

J. R. Howard, president of the American Farm Bureau Federation tells PRINTERS' INK that the passage bills by Congress and the Illinois legislature regulating the operations of the Chicago Board of Trade will not cause the farmers to deviate from their determination to try out the new collective marketing system which recently was described in these pages. Fear has been expressed in some quarters that the State legislation would drive the Board of Trade to some other city, such as Milwaukee or Kansaa City. But Mr. Howard says that so far as his organization is concerned Chicago will continue to be the world's centre for distributing grain. The United States Grain Growers, Inc., which is the farmers' grain marketing company, has selected Chicago as its permanent hendquarters. bills by Congress and the Illinois legi-

## Ideal Laboratories Promotes J. A. Stuart

J. A. Stuart, who a short time ago became connected with the Ideal Laboratories Company, Chicago manufacturer of Lura toilet preparations, has been made director of sales and advertising of that firm. Mr. Stuart formerly had charge of the advertising of the Herpicide Company, and later was with F. A. Thompson & Company, Detroit. The Ideal Laboratories is planning a newspaper advertising campaign in behalf of Lura liquid henna shampoo, which it intends marketing in a national way. tional way.

## Half Cent a Box for Advertising Fruit

The British Columbia Fruit Growers Association at its annual convention de-Association at the description of the cided upon an advertising levy of one-half cent a box for 1921. This is not a marketing organization. It is proa marketing organization. It is pro-vince-wide in scope, and gives attention to matters affecting fruit growers as far apart as cultural methods and pests control, to advertising and transporta-tion. The half-cent a box decided on was an advance of 100 per cent over the tax at first contemplated.

## Agency for Transport Truck Company

The Transport Truck Company, Mount Pleasant, Mich., has appointed Johnson, Read & Company, Chicago advertising agency, to handle its account.

## J. C. Penney Sales Increased in April

Sales of the J. C. Penney Company for April, 1921, \$3,726.325, increased \$871,716 over sales for the same month last year \$2,854,609.

## The Result-Getter

OF ROCHESTER, N. Y.

IS THE

## Democrat Chronicle.

A statement that is borne out by the experience of advertisers in tests made at the suggestion of the advertising department, and which has been on three different occasions further substantiated by the replies to questionnaires submitted to local advertisers in the interest of national users of newspaper space—the latest survey having recently been made by NEWSPAPERDOM and resulting as follows:

	Democrat and Chronicle	Second Paper
Which paper has greater family influence?	21	5
Which paper gives the best news service?		9
Which paper do you think would be best for out-of-town advertisers?	18	6
Which paper is best made up and printed?	8	8
Which paper has served you best for business purposes?	15	8
Which paper is strongest in reader confidence?	14	3
Which paper would you use if only one was to be selected?	19	7
TOTAL VOTES	108	46

You will find the service department of the Democrat and Chronicle agreeably responsive to your wishes.

Lave Block Inc.

Foreign Advertising Representatives

New York

Chicago

Boston

Detroit

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## The Line of Leas

## Was the Larger City

As a temporary, emergency measure, national advertisers were forced to do the expedient thing—put most of their efforts into getting quick results; but the city is apt to become "saturated" and goods again pile up on the city dealers' shelves.

Wise advertisers are now laying their plans for winning and strengthening their long time permanent market.

> DES MOINES Carl C. Proper, Publisher

CHICAGO Advertising Department Graham Stewart, Adv. Dir.

650,000 GUARANTEED CIRCULATION COM-MENCING WITH THE SEPTEMBER ISSUE

Member A.B.C.

People's Popul

# est Resistance

## Now the Small Town

should be cultivated intensively for new business.

First: Because its own population warrants it.

NORTH CENTRAL STATES POPULATION

Second: Because it is the buying center for both small town and farm

## HOW TO REACH IT

Neither the big general magazines and newspapers nor the farm papers cover the small town adequately.

PEOPLE'S POPULAR MONTHLY sends a larger percentage of its circulation into the midwest small towns than any other home magazine. It has real influence in 650,000 homes. Its editorial purpose is "The Development of a Happier, More Efficient Small Town Home and Community."

It has a "dealer service" which really helps its advertisers to win and hold this market.

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# Do 24,000,000 people know just where to buy your product?

TWENTY-FOUR million people can pick up a telephone after July 1st and find out just what store in their town carries certain well advertised products.

These millions of consumers need not shop about in four or five stores for a product they want. They can get the list of stores and descriptive booklets the very next morning.

If you manufacture or help sell any advertised product you can enable, at reasonable cost, 24,000,000 people to get your dealers' names and your booklet. Wouldn't that be worth while?

After July 1st a Tel-U-Where Bureau of Information will supply to inquirers, free of charge, dealers' names and booklets of many well-known products in these cities:

New York Chicago Philadelphia Boston Detroit St. Louis Baltimore Cleveland Buffalo San Francisco Los Angeles Pittsburgh Cincinnati Milwaukee Washington Minneapolis New Orleans

(Aggregate Population 24,000,000)

Advertisements of representative national advertisers will carry phrases similar to this:

In the largest cities you can get the names of our local dealers and our literature by telephoning the "Tel-U-Where" Bureau of Information.

For rates and information of this clinching local tie-up, write to:

## Tel-U-Where Company of America BOSTON, MASS.

Boston 142 Berkeley Street BackBay 9230 New York 130 West 42nd Street Bryant 9800

## Swimming Suit Makes Its Bow in National Advertising

Jantzen Company, a Youngster from Oregon, Uses Striking Art Work to Complete Countrywide Distribution

## By G. Dudley Ward

THERE has just started what is believed to be the first national advertising campaign run on behalf of a swimming suit. Incidentally, an irreverent New Yorker, looking through the salesman's portfolio, thought its title ought to have been "Peaches and the Beaches." While this first swimming suit campaign is not a very large one as to space—inside front or back pages in color in two magazines during May, June and July—it is certainly immense in its art work.

At a time when many were crying out that little or no business could be done, it speaks volumes for the fine, bold courage of the West to see a young manufacturing house take its header into national advertising with illustrations by such artists as Coles Phillips, Anita Parkhurst and Ruth Eastman. And, listen—it is

In 1914 Carl Jantzen, a young swimmer of Portland, Ore., devised a new knitting stitch for producing an extremely elastic woven woolen fabric, his idea being to get a bathing suit that would allow perfect freedom in swimming. Two years later he had perfected the machines that would weave the new stitch.

Within the next three years the Jantzen swimming suit reached all the Pacific Coast beaches from San Diego to Vancouver and got inland to the Great Lakes. On the beaches of the West it was worn for bathing by both women and men.

From its inception the company used advertising—always in proportion to its production facilities. It started in a small way in local newspapers, and then spread out city by city along the Coast, using more and more newspapers and

posters as production and distribution increased.

Not until this year was the Jantzen concern ready to start a national campaign and come East. Meanwhile the plant was put on a six-day, non-stop basis which included a somewhat novel arrangement for the women workers. The men worked in eight-hour shifts with an interval for eats. The women preferred a six-hour shift without a break for food, and found they could earn as much in the straight six hours as in two shifts of four hours.

"I do not think," says Mitchell Heinemann, sales and advertising manager for the Jantzen mills, "that there ever were any conditions in the trade that prevented the use of national advertising for a swimming suit heretofore. At any rate, I do not believe there were any that could not be overcome by getting the right merchandise and putting intelligent advertising behind it.

"There are, however, different laws regulating bathing apparel in the different sections of the country, and it is also the fact that the interest in swimming was never so great as it is to-day. That can be seen in the style trend of bathing suits. The voluminous, loose-fitting suit is giving place to the closer-fitting garment that enables the wearer really to swim with enjoyment as well as bathe."

#### EVEN THE NAME IS CHANGED

It will be noticed that the Jantzen suit is called a "swimming" suit. In the West it was a "bathing" suit. The alteration in the description came with the preparation of the national advertising. It is interesting because the new description so neatly gets over the difficulty that would have

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been found at, say, Ocean Grove, N. J., in its early days when there were very strict bathing apparel regulations.

When J. A. Zehntbauer, the Jantzen president and general manager, suggested we change the name from 'bathing' to 'swimming' we realized at once," says Mr. Heinemann, "that that gave us our real advertising opportunity. It enabled us to take advantage of the growing vogue of swimming. It gave us a definite and new form of appeal, a distinct one, and one that was truly our own.

"Thereupon, though others were talking of careful retrenchment, we doubled our advertising appropriation, believing that advertising stood in the same relation to us as a life insurance policy does to the average man with a large family. We also felt that, besides gaining consumer demand and opening up the East for us, we could look to our campaign for protection against a trail of 'just-as-good's.' That, we think, is the right idea and it has doubled our business over this time last year."

The Jantzen copy is designed to increase the interest in swimming.

One piece runs:

"Sparkle of blue water-tang of salt breeze-gulls wheeling down to ride the waves-splashes of gay color on the beach.

"Isn't it good to be alive-to dive into clear, cool water and feel every muscle active-stroke after stroke as you swim! Then to float

back lazily.

"Those who really enjoy water sports find the Jantzen the logical bathing suit. Practical because it permits the utmost freedom of action in the water. Beautiful because it fits perfectly and holds its shape permanently. The Jantzen stitch made these features possible. It's elastic-never binds, never sags."

Another piece of copy says:

"The poetry of motion-graceful dives-long, easy strokesmoments of relaxation between swims-yours, if you wear a Jantzen. No loose skirts or 'trappings' to impede swimming. The Jantzen stitch and patented tailoring features make this closeclinging suit fit at all times-in the water and out."

In its illustration each advertisement carries the striking figure of a girl in a Jantzen, some real deep-sea mermaid beauty.

Some of the advertisements feature the names of four swimming champions who are said to wear the Jantzen: Duke Kahanamoku, Honolulu, world's champion at 100 yards, Olympic games, 1920: Norman Ross, Illinois Athletic Club, world's champion at 220, 440, 880 yards, Olympic games, 1920; Lewis (Happy) Kuehn, world's champion diver, Olympic games, 1920; Wm. (Buddy) Wallen, Illi-nois Athletic Club, national mile champion.

For the retailer a bright booklet of selling talk, entitled "Jantzen's 14 Points for Sales People," has been prepared. Also a table, or size scale, showing how to select the correct Jantzen size according not to the measurement but the weight of the wearer.

C. Roy Zehntbauer, vice-president of the mills, and son of the president, is in New York City in charge of the drive on the Atlantic Coast. He says he came East with a fearful belief that New York was a hard market to break into, and now he wonders where such an idea came from.

In addition to the two magazines referred to, newspapers in twentyfour cities in the three Pacific Coast States are being used. Space may also be taken later in newspapers covering the Atlantic Coast. "But," said Mr. Zehntbauer, "the Jantzen suit is modest and therefore makes it first national bow in a modest way-we do not expect to capture the East in a single season."

## Olds Motors Advance E. J. Shassberger

E. J. Shassberger has been made advertising manager of the Olds Motor Works, Lansing, Mich., makers of Oldsmobile. Mr. Shassberger succeeds Thomas O'Brien, who has become assistant sales manager. He has been sistant sales manager. He has been with the Olds organization for the last four years.

June 2, 1921

PRINTERS' INK

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A view of the Circulation Department of the AMERICAN EXPORTER where the circulation records are constantly being gone over and new names added of firms who will order American goods.

THIRTEEN people in the AMERICAN EXPORTER Circulation Department devote their entire time and attention to seeing that the publication reaches merchants and industrial plants in foreign countries throughout the world who import American products.

The monthly circulation of the editions in English, French, Portuguese and Spanish is 54,000. During the course of the year we reach 200,000 names in 169 foreign countries of

IMPORTERS AND WHOLESALERS in every country abroad interested in every kind of American product.

LARGE RETAILERS.

This is No. 3 of a series of actual photographs taken of our new home. LARGE CONSUMERS such as factories, plantations, mines, industrial plants, etc.

CONTRACTORS AND ENGINEERS.

COMMISSION MERCHANTS AND AGENTS.

May we show you how very low the cost is per market of a foreign sales campaign in the AMERICAN EXPORTER?

## AMERICAN EXPORTER

The World's Largest Export Journal

PENN TERMINAL BLDG., 370 SEVENTH AVE., NEW YORK

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June 2, 1921

No. 10—A little history of continuity advertising and results obtained therefrom. Published by permission of the advertiser.

PRINTERS' INK

#### HOFFMANN & BILLINGS MFG. CO.

Manufacturers & Jobbers Since 1855
PLUMBING & HEATING SUPPLIES

Milwaukee, Wis., Jan. 4, 1921.

Association Men, 19 So. La Salle St., Chicago, Ill.

Gentlemen:

With reference to the question of advertising, might state that if my memory serves me right, we have been with Association Men close on to ten years and our experience during said time has been very interesting.

We have received inquiries from said advertising from different points on the globe and from people interested in all walks of life. Our experience has been very satisfactory.

Very truly yours,

HOFFMANN & BILLINGS MFG. CO.

EDW. F. NIEDECKEN,

Vice-President.

EFN

These results are due to a combination of circulation value and the unique service we render our advertisers. Put this service behind your goods. Ask us about it.

## ASSOCIATION MEN

347 Madison Avenue New York City New York Western Office 19 So. La Salle Street Chicago Ma

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## Service System for Wood Wheels Organized by Mail

Manufacturers' Association Uses Questionnaire and References to Establish Fitness of Applicants for Local Stations

## By S. C. Lambert

'HE Automotive Wood Wheel Association Manufacturers' has just completed the establishment of a string of service stations throughout the country. This is an announcement of peculiar interest to advertisers in general, not necessarily because the service stations will mean anything to them but because of the unusual advertising significance that attaches to the working out of the plan. The whole thing was done by mail! No personal contact was had in locating the stations, establishing the fitness of the various dealers and others taking on the service work, selling them on the idea and getting them started. The whole thing was a severe test of direct-mail advertis-ing, supplemented by liberal busi-ness paper space. Its complete success will be an inspiration to manufacturers who would like to pay out less good money to railroads and hotels.

The association, which was formed during the war to promote the interests of wood wheel manufacturers in the matter of sales to the Government, found that the lack of really expert, dependable service was one of the weak points in its efforts to promote the wider sale of wood, wheels for automobiles and trucks. If anything went wrong with a wood wheel the owner of the car naturally would take it to a garage, where in most cases no expert knowledge on the subject existed. The need for service stations was made known through advertising. Shortly after the association began using space in business papers over its own name, it received inquiries from all directions asking where and how parts could be secured and wood wheels repaired. This showed that the garage system was unsatisfactory and that the service ought to be extended on an organized, we'll-planned basis.

Then came the search for wheel-wrights and others capable of extending the necessary expert service. Letters were sent to jobbers and retailers handling automobile accessories, to garages and to a miscellaneous list of names secured from various sources. The association requested that it be given the names of anybody in the town who might come up to the qualities briefly told in the letter.

#### DETERMINING CHARACTER OF PRO-POSED REPRESENTATIVES

After a list of several hundred names had been secured by this method, the next process was to establish the fitness of the individual, his ability to perform the work, to live up to the standard set by the association and to merit the use of the association's name in his advertising. For this purpose a letter was sent telling each candidate that his name had been suggested, outlining the duties that he would undertake and the advantages he would gain through becoming the association's official representative in his community and asking him to use great care in filling out an accompanying questionnaire.

Out of 450 names thus handled in the first mailing 300 questionnaires were returned. From the 300 nearly 100 were chosen after they had been looked up financially and responsible business men of their towns had been called upon to verify in a general way the statements they had made.

The association was able to determine from the repair work done in its members' own plants just what facilities a local station

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would require to handle all classes of work. The questionnaires went so deeply into detail that a candidate's ability or lack of ability to do repair work of a certain standard could be revealed quickly.

The service system which thus was established by mail is being administered in the same way. Once a month the association's secretary, H. A. Long, sends a bulletin of instruction to every station and individual questions in a big mass are attended to by correspondence.

The service stations are backed up through association advertising in general, class and business mediums. The official sign displayed by each authorized station is prominently featured in all the advertising. The idea is to build up an advertising asset of such value that the local service man will profit and also have a higher regard for his connection.

Arrangements now are being made for local newspaper advertising to hook up the general publicity effort with the individual station.

The Automotive Wood Wheel Manufacturers' Association is doing another thing in advertising which there ought to be more of. It could see big advantages for its members in the standardization of hubs for motor truck front axles. But at the same time it recognized that here was something that could benefit manufacturers in general through lessening the cost of producing axles, bear-ings and wheels of all kinds. Accordingly it was broad-gauged enough to go in with the Automotive Metal Wheel Association in an effort to bring about the desired standardized production. The two associations divided the expense of an exhaustive engineering survey and have brought the plans and specifications before the Society of Automotive Engi-

When the thing goes over which automotive people say will be the case within a reasonable time—several classes of manufacturers will profit. The truck maker, for example, can change from one source of wheel supply to another without changing parts. The adoption of the proposed standards will present an insuperable barrier to the fly-by-night truck manufacturer who purchases parts on one rating and sells them on a higher one.

If the association had the old style view of advertising—which, unfortunately, still perists in certain quarters—it would not carry on this big effort for standardization because of the benefit that its competitors and others would gain.

The Automotive Wood Wheel Manufacturers' Association, which was formed exclusively for advertising and promotional work, is supported by voluntary contributions from its members. A tentative plan for each year's work is agreed upon and the cost is met by payments from individual members graded in proportion to their size.

On account of the comparatively few wood wheel manufacturers the advertising expense can easily be handled in this manner. If the association were large, some plan of assessment on a percentage basis having to do with a certain year's production probably would have to be adopted.

## Accounts of Spivak Agency

The advertising accounts of the New York Auto Corporation and the Janneta Hair Net Co. have been obtained by M. Spivak, New York advertising agent. Newspapers in various localities will be used for the New York Auto Corporation to advertise special automobile bodies, while rotagravure sections will carry the hair net advertising.

## New Account in Baltimore

The Noxema Chemical Company, Baltimore, has placed its advertising account with the Baltimore office of Ruthrauff & Ryan. Noxema Skin Cream will be advertised in newspapers in various cities throughout the United States.

## Advertising Man Becomes a Tax Commissioner

Theodore S. Fettinger, treasurer of the United Advertising Agency and general manager of the Newark office of that agency, has just been elected for a term of four years as tax commissioner in Newark, N. J.

## Catalogue Service—

"The catalogue has proved its power to sell-goods for less money than would be the case under any other system."—G. A. Nichols in Printers' Ink. May 5.

In the construction field Sweet's Architectural Catalogue is standard. The successful experience of fifteen years has developed a technique of catalogue production and distribution which is unrivaled.

Now is the time to arrange to have your catalogue included in the Sixteenth Annual Edition of "Sweet's." It offers to manufacturers the most economical and effective method of keeping their products continuously on display in the offices of architects and other important designers of buildings during the coming year of increased building activity.

PROMPT ACTION is necessary. Forms close July 1. Contracts without copy accepted up to June 15; contracts with copy accepted up to July 1.

SWEET'S CATALOGUE SERVICE, INC.
119 West 40th Street New York City

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PRINTERS' INK

June 2, 1921





# FULLER & ADVERTISING (\$)

June 2, 1921

PRINTERS' INK

93

# Besides NATIONAL MAZDA the clients of Fuller & Smith are:

The American Multigraph Sales Company, The "Multigraph."

The Austin Company, Standard and Special Factory-Buildings.

The Beaver Board Companies, Beaver Board, Vulcanite Roofing, Beaverlone, Beaver Black Board.

Burroughs Adding Machine Company, Adding, Bookkeeping and Machines,

Calculating Machines.
The Cleveland and Buffalo Transit

Lake Steamship Lines.

The Cleveland Provision Company, "Wiltshire" Meat Products.

The Craig Tractor Company,

Farm Tractors.

Dunlop Tire and Rubber Corporation

of America,

Tires and Golf Balls.

Field, Richards & Company, Investment Bankers.

Free Sewing Machine Company, Sewing Machines.

Gainaday Electric Company, Retail Stores, for Electric Household Appliances.

The Glidden Company, Paints, Varnishes and "Jap-alac" Household Finishes, Ivanhoe-Regent Works of General Electric Company, "Ivanhoe" Metal Reflectors and Illuminating Glassware.

R. D. Nuttall Company, Tractor Gears.

The Outlook Company,
Automobile Accessories.

Pittsburgh Gage and Supply Company, "Gainaday" Electric Washing Machines,

H. H. Robertson Company, "Robertson Process" Metal, Gypsum and Asphalt.

Hotels Staler Company, Inc.
Operating Hotels Statler, Buffalo,
Cleveland, Detroit and St. Louis,
and Hotel Pennsylvania, New
York.

The Timken-Detroit Axle Company, Axles for Motor Vehicles.

University School, College Preparatory School.

The Westcott Motor Car Company, Pussenger Cars.

Westinghouse Electric and Manufacturing Company, Electric Apparatus Appliances and Supplies.

Willard Storage Battery Company, Storage Batteries,





## THE WHITAKER PAPER COMPANY

Home Office: CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boaton. Baltimore, Chicago, Detroit, Denver, Dayton, Indianapolis, New York, Pittsburgh.

BRANCH HOUSES-Columbus, Richmond.

SALES OFFICES—Akron, Buffalo, Charleston, W. Va., Chattanooga, Tenn., Cleveland, Colorado Springs, Hartford, Conn., Kalamazoo, Mich., Kansas City, Knoxville, Laning, Mich., Lexington, Louisville, New Haven, Philadelphia, Portland, Mc., Providence, Salt Lake City, St. Louis, Milwaukee, New Orleans, Washington, D. C., Phoenix, Ariz., Minneapolis, Minn., Worcester, Mass., Toledo, Ohio, Birmingham, Ala.

Ba nstit Patte land. none a car at T no c The I balan other ment staten -the Gover tirely tiseme does 'state the m dailies deposi short facts. gratui "Ad terrog

advert other "You time to certain signed But the of the ments market

Englar see the able is

Neve coyly represe (Marcl looking —"The Street". "a Jou Produc

Bank."

## Bank of England Starts House-Organ

But English Bankers Regard Advertising as Unethical!

## By Thomas Russell

London Correspondent of PRINTERS' INK

T was lately reported that the Bank of England, the stately institution founded in 1694 by Patterson (who came from Scotland, where they know all about noney) was about to embark upon a career of advertising. Inquiry no confirmation of this rumor. The bank does not even publish its balance sheet in The Times, as other banks do. By Act of Parliament it is obliged to issue certain statements in the London Gazette -the official organ of the British Government, which consists entirely of certain statutory advertisements. The Bank of England does print every week a brief "statement" always summarized in the money columns of the serious dailies, showing the amounts on deposit, the bank rate of discount, short loans and other technical facts. This sheet is distributed gratuitously.

"Advertise?" said the official interrogated. "No. The Bank of England does not advertise. You see the number of depositors available is limited, and a bank that advertises is merely trying to steal other banks' customers. "You will, of course, see from

"You will, of course, see from time to time announcements of certain Government stock issues, signed by the Bank of England. But these are not advertisements of the bank. They are announcements of what it is authorized to market."

Nevertheless, R. C. Stevenson coyly handed PRINTERS' INK'S representative the first number (March, 1921) of a dignified-looking quarto, in thirty-six pages —"The Old Lady of Threadneedle Street"—described on the cover as "a Journal of General Interest, Produced by the Staff of the Bank." It is issued every three

months and is a quite typical house-organ conducted by an editorial staff of three. The title is reprinted on the first page of matter in Old English letters with flourishes imitating those on a Bank of England note—the only paper moncy, I suppose, which is current practically all over the world. (When I was in Australia, I took a £5 note to the bank to have it changed, and to my surprise got five shillings premium upon it; and I have never yet visited any country where a Bank of England note was not cheerfully accepted.)

#### MATTERS FOR EMPLOYEES

This house-organ contains the usual essays, verse, stories, staffnews, obituary and club news. Besides the Bank of England Club there are staff societies for Art, Literature, Dancing, Orchestral Music, amateur Drama and Opera, Rifle-shooting, Billiards, Cricket, Football (both "Association" style and Rugby), Golf (of course!) Racquets, Fives, Swimming (men and ladies) and Tennis; and there is a Masonic Lodge, a Provident Society and a War Savings Association.

The text concludes with a couple of antiquities, which are worth quoting:

"Extract from an old 'Mem.' book—1st Dec., 1853: Officially announced that the authorities have seen a disposition upon the part of certain bank clerks to wear moustaches; that the authorities strongly disapprove of the practice, and that if this hint be not attended to measures will be resorted to which may prove of a painful nature."

"From the 'Reading Mercury'— 6th Sept., 1790: Tuesday evening the Lord Mayor, with some of his

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Produc Bank."

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attendants, went to hinder the Bank Guard from walking in their usual manner, two abreast, to the very great inconvenience of other His Lordship met passengers. them at Ludgate Hill; but, on making his remonstrance, was shoved off the footway by the Commanding Officer, without any further ceremony."

The last extract refers to the platoon of soldiers from one of the Guards Regiments, assigned to the bank. This guard marches nightly from Whitehall to the bank and remains there all night. The officers are very handsomely entertained and an invitation to the mess (not easily obtained) is

worth having.

Many other London banks have long had monthly house-organs. That of the London County Westminster & Parr's Bank is in its sixteenth volume, contains fortyeight pages octavo and carries cight pages of advertisements. Except in the last respect it resembles "The Old Lady" in contents, but the whole is devoted to staff, club and branch news, with no literary matter-or poetry.

## Ernest S. Johnston Goes to Washington "Times"

Ernest S. Johnston, for the last three years advertising manager of the Washington, D. C., Post, became advertising manager of the Washington Times of that city, on June 1. He will be succeeded by Earl W. Waldron, who for several years has conducted the sales promotion department of the Post. William B. Boswell assumes the duties of merchandise manager of the Post.

#### Wm. C. Dudgeon Changes **Detroit Connection**

Wm. C. Dudgeon has resigned from Power, Alexander & Jenkins Co., Detroit, to join the Service Corporation, Troy, N. Y., and will be located in its Detroit office. Mr. Dudgeon spent several years with the Campbell-Ewald Co., and later with the Gardner Advertising Company, St. Louis.

#### Herring Advertiser Appoints Gunnison

Wood and Stevens, New York, East-ern distributors for McKinley Herring, are placing their advertising through Stanley E. Gunnison, Inc., New York, and are using full pages in New York papers.

"That Trip for Mother"

Something novel in Canadian railroad Someting novel in Canadian FairGad advertising is current copy by the Canadian Pacific in farm-paper mediums. In an advertisement illustrated with sketches of a city bargain sale, a resort scene, a convention gathering, and the old homestead, "That Trip for Mother"

"She has had a pretty hard time with the work round the farm, the chil-

one mas had a pretty hard time with the work round the farm, the children and all. A change would do her good, and it will do you good to see her come back with a fresh, new spirit "Perhaps she wants to go to the dentist's. There are things to buy which she can buy much better if she can actually see and handle them in the store. There are all kinds of harding to be got a find of the store. are all kinds of bargains to be got at stores.

"It may be that she needs a trip to the lake or the mountains—there's nothing so fine for the health as sen breezes and a change of climate.

"Perhaps it is to the convention that she wants to go. One learns such lot at these conventions that you can't blame her. The convention is the greatest factor in modern progress. It is a market place for the exchange of ideas experience.

and experience.
"Perhaps she wants to pay a visit to
the old folks at home, and take one of
the children along with her. The old
folks like to see the new little ones.
"Whatever trip she has set her heart
that the sin she should have."

on, that is the trip she should have."

#### Texas Motor Car Manufacturer Advertises for National Distribution

The Southern Motor Manufacturing The Southern Motor Manufacturing Association, Ltd., of Houston, maker of "Ranger" motor cars, is finding the kind of distributors and dealers it desires through a planned business paper advertising campaign. Its campaign which has already been started will continue throughout the year. A directmail campaign supplements this national business publication whenever a new dis business publication campaign. And whenever a new distributor or dealer is obtained substantial and consistent newspaper advertising is done in that particular distributor's or dealer's territory.

Particular care has been taken to Particular care has been taken to stress the location of the organization. Houston, Tex. Instead of endeavoring to hide the fact that it was not in the automobile manufacturing section of the country, it set out to show that it had a logical location. One advertisement, a four-page insert, was entirely given over to advertising Houston as a thriving industrial centre.

As a result of this experience with its advertising for dealers for its passen-

ger cars, the company is planning to start a campaign for its trucks and trailers in automotive publications.

Philips Wyman has resigned as general manager of The Save the Surface Campaign, Philadelphia.

## H. C. Bradfield with Yellow Cab Co.

H. C. Bradfield, president of the the C. Bradnetd Company, Detroit, has become director of sales and advertising of the Yellow Cab Manufacturing Company, Chicago. Owing to his acceptance of this position the Bradfield agency has surrendered its recogniting and has become involved account. become an inactive corporation.

Mr. Bradfield will have full charge

of sales and advertising of taxicabs, trucks and passenger cars manufactured trucks and passenger cars manufactured by the Chicago concern. J. B. Dub remains sales manager of the taxicab division. S. M. How, late sales manager for the Haynes Automobile Co. of Kokomo, Ind., has been appointed sales manager of the passenger car division and A. Bliss Albro, late of the Signal Corps, U. S. A., a former motor truck dealer of the Southwest, becomes sales manager of the truck division.

No advertising agency has been appointed to handle the factory's advertising account. Mr. Bradfield tells PRINTERS' INK that he will likely add an advertising division and handle all such matters direct from the factory.

#### Kansas City Agency Adds Two Accounts

The Gray Advertising Company, Inc., Kansas City, Mo., has secured the ac-counts of the Alexander Laboratories and the Physicians' Supply Company. The Alexander Laboratories manufac-

ture an anti-hog cholera serum and rat virus. A campaign is being conducted in a great number of farm papers throughout the country for the rat virus, a non-poisonous method of infecting rats

with a disease similar to typhus.

For the Physicians' Supply Company a campaign is being conducted in class publications of the Middle West. Directby mail advertising will also be used.

#### San Francisco Agency's New Accounts

Accounts recently obtained by Emil Brisacher and staff, San Francisco, include the Marchant Calculating Machine Co., Emeryville, Oakland, Cal., for which national magazines, news-papers, trade papers and foreign news-papers will be used; the Walsh Labora-tories, San Francisco, manufacturers of electrical apparatus—trade papers; Pa-cilic Sales Co., San Francisco, manu-facturer of magical novelties—national newspaper campaign; and Hirsch & Knye, manufacturers of optical supples-California newspapers and street

#### E. E. Whaley Manager Tractor Exhibits

E. E. Whaley, publisher of Implement and Tractor Age, Springfield, O. has been chosen by the tractor and thresher division of the National Implement and Vehicle Association as manager of demonstrations for this year.

#### American Sales Executive Society Meeting

The American Society of Sales Executives held its semi-annual meeting at Dayton, O., May 23 to 25. The society was formed for the purpose of securing for its members through fraternal cooperation, investigations and systematic interchange of ideas and information, the best, most efficient and most economical methods in the sale, marketing and distribution of merchandise.

and distribution of merchandise.

At the Dayton meeting, which was attended by eighteen sales and advertising directors of some of the largest business institutions in the country, the following questions were discussed:

The best methods of securing distribution; the pricing of product; sales management, touching upon such subjects as selection of salesmen, remuneration, and supervision of salesmen; relation:

and supervision of salesmen; relation-ship of the sales department to balance of the organization; Government and business; foreign trade, and the business outlook.

#### Amusement House in General Advertising

Something unusual in advertising is that of the Fantasia Ball Room Cor-poration of Chicago, which will run full poration of Lineago, which will rull rull pages in newspapers throughout the Middle West in behalf of its new \$750,-000 amusement house to be built in that city. The advertising will be for that city. The advertising will be for the primary purpose of inducing people to make a trip to Chicago to see the Pantasia and at the same time will have a publicity effect for the city as a whole. The account will be handled by Vanderhoof & Company, Chicago advertising agency.

vertising agency.

Another new advertiser whose account has been secured by Vanderhoof is the Continental First Mortgage Bond Company of Chicago. Middle Western newspapers will be used in behalf of its industrial first mortgage bonds.

## Philadelphia Club of Advertising Women Elect

At the annual election on May 26th the following officers were elected by the Philadelphia Club of Advertising Women: President, Miss Blanch E. Clair; vice-presidents, Misses Bertha P. Shaffer and A. K. Johnson; recording secretary, Mrs. Cora M. McElrov; corresponding secretary, Miss Gertrude M. Flangan; directors, M. sess Elizabeth H. Schaeffer, Margaret Tullege, Mary A. O'Donnell, Nellie E. Quirk, and Katherine Flangan. At the annual election on May 26th

#### Customers Specify Advertised Brands

A recent report from the shoe repair concerns of Philadelphia states that nine out of every ten pair of heels put on shoes today are rubber, and most customers specify well-advertised brands.

#### To Advertise the "Vulcan Vizor"

The Jenkins Vulcan Spring Co., Richmond, Ind., is bringing out a new product—the Vulcan Vizor, a rain and sun visor for automobiles. Full-page and half-page copy is being used in automobile trade publications. Later it is planned to extend the campaign to include national weeklies and monthly magazines. The Schiele Advertising Co., St. Louis, is placing the account.

Packaging Machinery Company Appoints Charles P. Wellman

Charles P. Wellman has been appointed sales manager of the United States Automatic Box Machinery Co., and the National Packaging Machinery Co., Boston, effective June 1. He will have charge of all matters pertaining to sales promotion and advertising for these two companies.

Mr. Wellman has been with these companies for more than twelve years.

Appoint Franklin P. Alcorn Co.

The Kokomo, Ind., Dispatch, has appointed the Franklin P. Alcorn Company, New York and Chicago, to resent it in the national advertising

The Alcorn organization has also been appointed national advertising representative of the Goshen, Ind., News

J. R. Buchanan with Cusack Company

J. R. Buchanan, formerly assistant to the advertising manager of the division of explosives, E. I. du Pont de Nemours & Co., Wilmington, Del., has joined the Thos. Cusack Company, outdoor adver-tising, as sales representative in the Philadelphia territory.

Douglas S. Franklin with Mar-Sla Mfg. Co.

Douglas S. Franklin, who has been on the copy staff of The Frailey Adver-tising Company, Youngstown, O., has resigned to become advertising and sales promotion manager of the Mar-Sla Manufacturing Co., Youngstown.

#### H. R. Elmer with Eberhard Faber

H. R. Elmer has resigned as export manager of the White & Wyckoff Mfg. Co., Holyoke. Mass., to become asso-ciated with Eberhard Faber.

#### Goodyear Company Appoints F. R. Griffin

F. R. Griffin has been appointed assistant manager of domestic advertising of The Goodyear Tire and Rubber Company, Akron, O.

#### Cancelation Law Suits on Increase

face Campaign, Philadelphia.

The Philadelphia Court calender is crowded with commercial law suits, due crowded with commercial law suits, due principally to cancelations. The increase is 200 per cent and still growing. In most cases violation of contract is alleged, the defendant having agreed to take a certain quantity of merchandise and refusing the shipment when the market slumped.

On May 24 a jury in the Superior Court at Brockton, Mass., awarded damages of \$3.337 to a shoe manufacturer who sued a retail dealer to recover prospective profits cut off by the cancelation of an order. The Charles A. Eaton Company charged that a local

A. Eaton Company charged that a local dealer canceled orders while shoes were in the process of production. The suit was to recover profits that would have been made had the shipment been accepted.

Oakland and Berkeley Advertised as Summer Resorts

In order to make Oakland and Berkeley, Cal., prosperous, they are to be sold as sister cities to the outsider through advertising. The Oaklandthrough advertising. The Oakland-Berkeley Hotel Association plans to do this. It has placed its account with the this. It has placed its account with the Wurts-Duncan Advertising Agency, of Oakland, Cal. A newspaper campaign in all the interior cities of California will be employed. Copy pertaining to climate, beaches, scenie boulevards and the university will be used.

New Accounts for Charles Austin Hirschberg

The Reliance Metal Spinning and Stamping Co., Inc., Brooklyn, manufacturer of spun, stamped and drawn parts for lighting fixtures and of Shefield tableware, has placed its advertising in the hands of Charler Austing Hirschberg, Inc., New York. The Viking Sign Co., Inc., manufacturer of patented illuminated electric signs, has retained the Hirschberg agency as its merchandising and advertising counsels. merchandising and advertising counsels.

California Nursery Advertises The advertising account of the California Nursery Co., Niles, Cal., has been obtained by the Curtis-Newhall Advertising Agency, Los Angeles. Mediums to be used include Western agricultural papers, a few Eastern wholesale and horticultural publications and a limited number of dailies.

Better Business Bureau in Terre Haute, Ind.

A Better Business Bureau has been organized in Terre Haute, Ind., and is now in operation under the management of J. F. Eggers, formerly with the Willys-Overland Company, Toledo, and previous to that manager of the Merchants and Manufacturers Association of Pittshurch. tion of Pittsburgh.

## "Louisiana's Fastest Growing Newspaper"

#### CIRCULATION INCREASE

Daily	Sunday		
May 1, 1920	18,110	May 2,	192026,004
May 2, 1921	24,880	May 1,	192135,217
Gain	6,770	Gain .	9.213

# And some phases of its service to the reader that account for it

Within the pages of the daily and Sunday editions of the Shreveport Times you will find as imposing an array of journalistic talent as any one newspaper ever marshalled together.

You will find news gathered from every world quarter by ASSOCIATED, UNITED and UNIVERSAL Press. You will find the editorials of ARTHUR BRISBANE, the historical writings of JOSEPHUS DANIELS, the Washington viewpoint of NORMAN HAPGOOD, the day in the Street by BROADAN WALL, the poetical truth of JAMES J. MONTAGUE, the wit of RING LARDNER, the sports stories of DAMON RUNYON, the absorbing suggestions of BEATRICE FAIRFAX, the towne gossiping of K. C. B. You will find the newest antics of JIGGS vs. MAGGIE, and MUTT and JEFF, the latest situations in PENNY ANTE, the newest deals of ABIE the AGENT.

On every page you will find reasons why The Shreveport Times ranks FIRST in reading quality and reader interest in its field. Our remarkable circulation gains of the last 12 months are due in great part to the fact that we are giving our readers the highest class service possible by a newspaper.

## The Shreveport Times

ROBERT EWING, Publisher JOHN D. EWING, Asso. Pub. in Charge

Shrebeport, Louisiana

S. C. BECKWITH SPECIAL AGENCY, Eastern Representatives

JOHN M. BRANHAM SPECIAL AGENCY, Western and Southern Representatives

## Business is Good in South Bend

## 401,870 line gain past six months over 1919-1920

Now is the time to advertise in the Northern Indiana-Southern Michigan Trade Territory. Here the steady improvement of business over a year ago is evidenced in the space used by manufacturers and merchants in the South Bend News-Times.

Here are the figures:

	Inches o	f Display 1920
November	44,034	49,692
	46,415	54,379
	1920	1921
January	40,250	41,818
February	39,458	39,512
March	41,238	52,233
April	47,988	50,454
2	259,383	288,088

South Bend Merchants and national manufacturers thus prove their faith in the Northern Indiana and Southern Michigan buying power, by using 38,705 inches (401,870 lines) more display advertising the past six months than they used a year ago.

Let us show you how we hook-up your space with the local dealer.

## SOUTH BEND NEWS-TIMES

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, HUNTON & WOODMAN, INC. New York Chicago

Detroit

Atlanta

Kansas City

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### Shipping Board to Put Big Push Behind U. S. Mail Line

Follows Method Urged in PRINTERS' INK Article to Increase Business for Its Transatlantic Boats

### By Edward T. Tandy

I T will unquestionably be noted with considerable appreciation that the United States Shipping Board has been quick to heed the well-meant suggestion that a little real advertising might help its transatlantic boats in earning a living. The board is about to start advertising in a big modern way on behalf of the U. S. Mail Steamship Company.

Copy began to appear this week. Large space run-of-paper will be used in newspapers throughout the country and in some of the principal newspaper rotagravure sections. This month will see full pages in a goodly list of leading magazines, color pages

in some of them.

While, naturally and properly, the appeal in the new campaign is to a large extent patriotic, the main appeal is comfort at sea—American service. The copy goes straight to plain American business men in just a plain American business manner. It takes for granted that the reader is a good American and does not try to get at him by mixing business with

It offers him something he wants, or may want some time or another, or might find he wants when he knows about it. It talks to him about giving him at sea the sort of comfort he is used to at home—American comfort—the sort he understands—the best without limit. It gives him a glimpse of the great liner with the Stars and Stripes at her masthead—such an inspiring, alluring picture many a man, who has never thought of making a voyage, will say, "I'll take a trip under Old Giory; sure I will!"

It gets him interested in the mames and the meaning of the new American ships, the immense possibilities of these vessels for the benefit of the business of this country and the world at large, to our advantage—and that is what it is wanted to do. It does this without putting a scare into him and making him feel un-American, a piker, because he cannot jump up right there and catch the next sailing date to do his bit to "keep our ships on the Seven Seas."

In its new campaign the Shipping Board is following exactly the course suggested by S. C. Lambert in his article in Printers' INK of February 17 last. At any rate, it is a mighty good beginning in the vitally necessary work of going out and fighting, in the ways which have proved to be successful, for business and new business, literally creating it, in fact, as Mr. Lambert so vigorously urged and showed that that was what others had done and were doing.

Under an arrangement which foresees that company becoming owners of the boats when their operation shows profit, the U. S. Mail Steamship Company is operating a number of vessels for the Shipping Board on the most important of all the ocean routes, the lanes between this country and Europe. The company has been doing this for more than a year without any real big advertising of the sort that would help it in any

considerable way.

#### PREVIOUS ADVERTISING

There has, of course, been advertising. Magazines reaching manufacturers and shippers carry pages giving the destinations and sailing dates of all the Shipping Boards' boats that are working, and the names and addresses of the companies operating them. These advertisements have carried a striking illustration across the top, a flat silhouette of the earth with seven big ships on the seas

below; and the caption was, "Ship and Sail under the Stars and Stripes—Keep Our Ships on the Seven Seas!"

So far as it goes, that is all right and necessary. But it does not go far enough even in the direction in which it is going, and it

papers, and those dates undoubtedly do divert some business from one line to another. But it is business which would go to some line anyway, not an addition to the total business available."

The new campaign is different, and the Shipping Board is to be

complimented on its wisdom in making this change. True, it does not in its earliest pieces of copy strike out for any absolutely new business directly, or indirectly seek the cultivation of new business, but rather would seem to be going after that which used to be done by the German companies to which some of the boats being operated by the U.S. Mail Line formerly belonged. But it is a step in the right direction. Incidentally, the business of the former German companies is worth going after.

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It suggests that at last the battle of the Atlantic is on, and on in a good, healthy way. Apparently the Shipping Board has recognized that the best way to conduct the great struggle to obtain enough business to keep all the ships in the transatlantic traffic busy—or prevent them from losing

money hand over fist—is to go about the job in a practical, hardheaded business fashion, taking the aid that patriotism will give, but not relying on it for everything. Patriotism is only an emotion; it has little or no place in business—generally it is best not to forget what men are in business for.

It is not an easy job. But problems just as hard have been made easy by going to the nation with the right sort of advertising. People never fail to respond to the right kind of idea, properly brought home to them. Moreover,

#### To Europe in Comfort— Under the Stars and Stripes



THE CURRENT MAGAZINE ADVERTISING, BUSINESS-LIKE,
BUT WITH AN UNDERCURRENT OF PATRIOTISM

is the wrong direction, anyway, to lead to new business. As Mr. Lambert put it in his article:

"Undoubtedly sailing dates are more essential in steamship advertising than time tables are in railroad advertising, but neither sailing dates nor time tables were ever known to create new business. No passenger has been led by a list of sailing dates to go to Europe instead of the White Mountains. Those who are going abroad anyway, or those who have shipments for foreign delivery, refer to the shipping dates in the news-

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the Shipping Board has behind it, if it will use it, the good-will of the entire people. Every man in the country, barring perhaps a few wo would like to see the Board fall so that they could snap up

these boats at junk prices, is as keen for the successful establishment of the American Mercantile Marine on all the Seven Seas as is Admiral Benson himself.

When the Germans started to break into the traffic of the Atlantic their problem, though smaller of course, was not much easier than that which faces the Shipping Board, They solved their problem by astute advertising. One way and another, the German steamship companies spent more than \$1,500,000 a year on advertising in this country alone. Mark that-in this country alone!

George W. Smith & Co., of Philadelphia, who erected twenty-three acres of additional workshops to help build the Shipping Board's boats are, as was told recently in Print-ERS' INK, not waiting till that work is done before thinking of how to keep their great new plant going after their contracts with the Government are finished. Aiready they have

found an idea to produce new business, new work, and already they are advertising it, though not yet through with ships.

However, the Atlantic battle is at any rate on now. The International Mercantile Marine opened the fight with its fine campaign for the cultivation of more ocean traveling. Admiral Benson, in his new work to push the U. S. Mail Line, as in that for the Admiral Line on the Pacific begun three or four months ago, is showing that he



STYLE OF NEWSPAPER AND ROTAGRAVURE ADVERTISING

and his advertising manager, Herman Laue, are no mere peanut advertisers. Things begin to look better for the American Mercantile Marine—a little better, anyway.

The opening gun of the new campaign for the U. S. Mail

Steamship Company is a very striking piece of work. It will appear in black and white in newspapers and also will be seen in the rotagravure sections. The space occupied is sixteen inches down four columns. The illustration is at the bottom, producing, with a cloud line reaching to the top on the right-hand side, a wonderful effect of vast open atmosphere of

About two-thirds of the way down the advertisement one of the great liners that carry the shields with the Stars and Stripes on their funnels is seen plowing proudly through the waves. It is just a rough drawing, looking like a charcoal sketch-but, something in the handling of the light and shade, and the old flag flying at the topmast, just makes you long to be aboard! Below are five repro-ductions of photographs showing little bits of the sort of things provided for your comfort-and longing to be aboard becomes an impulse to fix the date when you will be there.

For reproduction in rotagravure the art work in the sketch of this ship is something that is probably new to that process. Ordinarily only photographic prints or line drawings have been seen in rotagravure. This ship is drawn with a "dry brush" on rough stock, making it resemble a crayon or

charcoal drawing.

The copy that goes with this advertisement is very brief—four short paragraphs-and is set well

up on the left-hand side.

There seems a stately impressiveness in the quiet moderation of this bit of copy which thoroughly matches the fine ships it refers to-and makes the reader feel at once that these are not ordinary boats; and sells the line to him. Beneath the copy is a brief indented paragraph saying that these ships go to the principal European ports and giving the address of the New York office.

Then comes the signature, an effective piece of work for impress-ing the name of the line on the mind. It is hand-lettered in six lines all capitals: U. S. Mail-

Steamship Company-operatingsteamships-of the U. S .- Shipping Board. The first line is in 42 point capitals. The next is the same length as the first in capitals half the size. The remaining four are half the length of those above and are set in the centre of them in still smaller capitals. is the flag of the line and a few near sailing dates. No border is used, only a band at the top, and a line at the bottom representing the distant horizon.

Another piece of copy-this is for magazines and the liner at sea

is in half-tone-is:

To Europe in Comfort Under the Stars and Stripes Every room in these new American-built ships is an outside room, every room has twin beds (no berths), most of them a private bath—all the many little comforts that make an ocean voyage

something to enjoy—not just endure.

These ships conform to American ideas of comfort and luxury—this undoubtedly accounts for the number of experienced travelers now "going to Europe via U. S. Mail." The cuisine and service you will long remember.

That is all. The same dignified restraint which is so impressive. The same high tone that speaks of quality service. You just know that when this sort of copy says "comfort and luxury" it means every bit the same as you mean when you ask for "comfort and luxury." The slogan which the Shipping Board has been using, "Ship and Sail under the Stars and Stripes: Keep Our Ships on the Seven Seas!" is not used.

The first color page is a very striking piece of color work, showing a liner at sea, with the sky taking the form of the Stars and

Stripes.

In addition to its advertising, the Shipping Board has had a movie film prepared for exhibition before commercial, industrial and other bodies throughout the country, and more particularly in States far away from the seaboard where the people are less familiar with ships and their importance. The film and their importance. was shown at the White House on March 10, the first to be exhibited to President Harding after his inauguration.

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### The Price of Corn is Not the True Measure of Iowa's Buying Power

Know Iowa's greatest resources and their relative value to the income and buying power of the farmer, then investigate market conditions effecting these great resources and you can quickly obtain a general knowledge of the real buying power of the Iowa farmer.

Iowa's greatest sources of wealth rank as follows: hogs—beef cattle—corn—oats—dairy cattle—poultry. Comparing these resources with those of other states—Iowa ranks first in the number of hogs, having almost twice as many as any other state—second in beef cattle—first in corn—first in oats—fourth in dairy cattle—and first in poultry.



Take dairying for example, which we all know is very profitable. Iowa's dairy products, Oct. 1919 to Oct. 1920, were valued at \$120,284-448.51. Poultry raising has also been very profitable. Iowa's egg crop last year was valued at \$52,000,000.00. Although Iowa ranks fourth as a dairy state and first in poultry—the combined value of products during one year's time from these two sources amounted to \$172,284,448.51, yet they are only "side lines."

The major part of the income of Iowa farm folk is derived from feeding and marketing live stock (hogs and cattle) which is quite profitable just now. Less than one-fourth of Iowa's grain (corn and oats) is sold outside the state as grain—more than three-fourths of it is converted into Iowa's live stock—therefore the price of corn is not a true measure of Iowa's buying power.

Write for our data maps showing county analysis of Iowa's greatest resources or any special information you may desire.

## WALLACES FARMER

HENRY C. WALLACE & JOHN P. WALLACE Publishers

Western Representative STANDARD FARM PAPERS, Inc. 1109-17 Transportation Bidg., Chicago Eastern Representative WALLACE C. RICHARDSON, Inc. 95 Madison Ava. New York City.



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Printers' Ink Monthly

June, 1921

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Published Monthly by ROMER PUBLISHING COMPANY, INC.

President; RICHARD W. LAWRENCE, Fice-President; DAVID MARCUS, Secretary and Treasure Offices, 185 Madison Avenue, New York City, N. Y.

Offices, 130 Medium Armonic, Prev Lovil, City, Pr. 1.

(Caso) Puspius Gas Bidgs, Erik Tayler, Mag. Ananzis, Canaller Bidgs, Gh. McKlew, Rep., Sv. Loyre Pust-Dispetch Bidgs, D. McKlewer, Mgr., San Fasacrico, Transisser Bidg, W. R. Baraspers, Mgr., Tomorros, Losselen Bidgs, A. J. Dynen, Mgr. 1990a; 233 High Bidders, W. S. Casaris, Mgr., Pasta J. S. in Fredericus Reimmerter, J. H. Palgers, Mgr., seef first of every month. Softwirten prices, U. S. A., 8,0% a year, 23 costs a copy. Casada and Foreign, 8,30% a year.

Advertising status: Pags, 1810; two-third tage, 1823; on-ceited page, 1870. Sosilier quest, 152 costs a line.

## You'll Want to Read PRINTERS' INK MONTHLY

### for June because -

### "Why Our Business is Good Now"

During the month of March, this year, the Fuller Brush Company did the greatest month's business it had ever known. In one week in April sales showed an increase of 179 per cent over the corresponding week last year. Alfred C. Fuller, president of the company, tells why his business is good now in an article that is short, to the point and bristling with facts. He also tells how his company handles a sales force of 2,100 and branch offices and local sales managers in 110 cities. One reason for good business is an increase of 100 per cent in advertising appropriations. There are many others—and they offer some mighty good suggestions to the executive who is out after the business he knows he really should have.

#### "Trade-Marking 'Difficult' Merchandise"

What is a manufacturer going to do when dealers are killing his trade-mark? How is he going to trade-mark his product so that the consumer will be made to see the brand? Roy Johnson tells how companies manufacturing shovels, shingles, wire fence, lubricating oil, rope and cheese are carrying their trade-marks right through to the consumer—how they are making substitution impossible. An article full of interest to the manufacturer who believes in his trade-mark. Illustrated with a number of pictures that show just how to trade-mark difficult merchandise.

### "When It Pays to Persuade Your Competitors to Advertise"

An industry where over 90 per cent of the companies are advertisers—an industry that has succeeded only because every competitor advertised—that is the baby chick industry. At the bottom of this success are some mighty interesting advertising maxims that have been dug out and applied to broader fields of merchandising by John Allen Murphy After you've read this story you'll see that baby chicks have a lot to do with your business. And you'll like the pictures.

### "What Are Your Salesmen Doing Between Trains?"

How many salesmen spend most of their time waiting for trains in some small town? Jack Tolliver was one of those who did—and while he got to be a pretty good pool player his commissions weren't buying him many automobiles. Then one day he saw the light. Now he spends that time between trains in making more sales by giving dealers service and finding new prospects—right in the small towns. How he and other salesmen solved their knotty problem is told by Frank L. Scott, who has a pretty intimate knowledge of salesmen.

There are, it is said, more than 30,000 bodies to whom this film can be shown. It is a rousing bit of work, well calculated to stir up enthusiasm for our great mercantile fleet and educate the country as to its meaning and value. It is "captions, full of explanatory "captions," and they are full of full-blooded Americanism, demanding American products shall be shipped to all the markets of the world and shipped in American bottoms.

By means of its film showing life aboard the Olympic at sea, the White Star Line has sold within the past two months more than sixty first-class passages in the Middle West to persons who had never seen a ship and had had a dread of going to sea. The film was shown in the ship company's branch office.

But before our immense mercantile fleet, the gift of the war to us, and no mean part of our protection should another war come, is an actual fact, doing big busi-ness and paying big profits not only to their owners but to every individual in the country-as it can, and must-there is a lot of hard sawing to be got through. The advertising now being undertaken is a good beginning-still, it is only a beginning. Most of the Shipping Board's boats freighters. These vessels, to pay, must not only go out laden, but must come back that way, too. They cannot do that until their footing has been made firm on both sides of the ocean. That is a task that cannot be accomplished without advertising equivalent to

#### Atlanta Club's New Officers

George S. Lowman has been elected president of the Atlanta Advertising Club, succeding Dave Webb. He will take office after the convention of the A. A. C. of W., to be held in Atlanta this month. Mr. Lowman is director of publicity and sales promotion of the Rogers chain of stores.

Other officers elected include B. C. Broyles, vice chairman of the convention board, first vice-president; William V. Crowley, cashier of the Third Na.

tion board, hrst vice-president; William V. Crowley, cashier of the Third National Bank, second vice-president; Charles V. Hohenstein, secretary, reelected; W. Frank Millburn, district manager of the Addressograph Company, assistant secretary.

St. Louis Prepares for New Advertising Campaign

Frank C. Rand, president of the International Shoe Company, has been appointed chairman of the St. Louis Municipal Advertising Fund for 1921. The chamber of commerce has officially endorsed another investment of \$50,000 in advertising this year. In addition to the sum that is to be raised by local

subscriptions, the city will appropriate \$25,000 toward the fund.

B. C. Forbes, of Forbes Magasine, New York, was the principal speaker at New York, was the principal speaker at a luncheon meeting of the chamber last week, held for the purpose of directing attention to this year's campaign. Summarizing the business prospects, he said: "Every fundamental condition necessary to the wholesome growth of prosperity is either becoming sound or has already reached a safe basis. Bank reserves are now as high as they have any right to be. The government is encouraging financiers to loosen purse strings and come to the aid of every legitimate business. to the aid of every legitimate business

"We are coming back to the right mental attitude, a chastened and con-structive frame of mind which is able to grasp real values once more. Even labor has descended from its high horse and is accepting wage cuts with very little grumbling. Those few industries little grumbling. Those few industries which are still determined to fight the inevitable are getting it in the neck, and I am glad to see them suffer."

Three important business plants were

moved to St. Louis last year as the result of the city's advertising for new

### Printing Products Corporation Succeeds Rogers & Hall

The Printing Products Corporation, nicago, has taken over the printing The Printing Products Corporation, Chicago, has taken over the printing equipment, the executive and employees printing organization and the good-will of Rogers & Hall Company of that city. The Rogers & Hall Company will continue as a corporation in the management of its present real estate and other securities.

other securities.

### H. D. Leonard Joins Advertisers Service Co., Inc.

H. D. Leonard, for the last year and H. D. Leonard, for the last year and a half advertising manager for the Peck, Stow & Wilcox Company, Southington, Conn., will join the Advertisers Service Company, Inc., of Hartford, Conn., about June 15. He was previously with Brown & Sharpe Mfg. Co., Providence, R. I.

### New Accounts with Cahill Agency

The Cahill Advertising Co., San Francisco, has taken over the advertis-ing for the A. B. C. Bakery, Inc., and the Carton Corporation.

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manager of the Addressograph Company, assistant secretary.

ing for the A. B. C. Bakery, Inc., and the Carton Corporation.

and



Here's a test few advertisements will pass:

Can the copy stand on its own feet?
Take away the border.
Take away the illustration.
Take away the big type.
Take away the big space.
Look at the copy naked -in typewriting.

Does our copy stand this test?

Does yours?

### John O Powers Co

461 Fourth Avenue New York
Advertising

### Your containers have an advertising value, as well

ODERN change and improvement have developed a new value for shipping containers—that of carrying advertising. Printed Liberty Tape accomplishes this additional worth.

The tape, carrying your name, slogan or trade mark, achieves genuine publicity for your business wherever your shipping goes.

Liberty Tape is also a strongly adhesive, extraordinarily tough binder. It seals packages against moisture and dust. There are many uses for it in shipping-room and office. Ask for samples and estimates.

The Liberty Moistener is fast, staunch and rust-proof. Price \$5.00.

LIBERTY PAPER COMPANY

203 Lafayette Street New York City
Mills: Bellows Falls, Vt.

921

## LIBERTY TAPE

### Publicity

HE dealer can be made to cooperate with you in creating publicity for your product—if your "dealer help" is really helpful.

Our plan is an aid to his business and, therefore, it secures his willing assistance. It has been used profitably by manufacturers of national prominence for several years past.

Let us send you further information.

### IN ADVERTISING

THE IMPRESSION VALUE OF

Big Space!

and THE ATTRACTION VALUE OF

Color!

Plus A GIGANTIC, NATION-WIDE

Circulation!

MAKE FOR A MAXIMUM OF

Results!

### The American Weekly

Published simultaneously with NÉW YORK AMÉRICAN CHICAGO HERALD EXAMINER BOSTON ADVERTISER WASHINGTON TIMES LOS ANGELES EXAMINER SAN FRANCISCO EXAMINER ATLANTA GEORGIAN SEATTLE POST

INTELLIGENCER Three Million Families Read the American Weekly. If you want to see the color of their money use color.

A. J. KOBLER, Manager 1834 B'way, New York City









### Consult the Dealer on Local Copy

Shifting the Emphasis from Minor to Major Talking Points Sometimes
Pays

THE factory representative had just booked a fat order of mea's knit underwear, and took the occasion to compliment the buyer on his good judgment in giving the brand such prominence in the store's advertising. "You sold more of our goods last season than any house in the city," he went on with enthusiasm. "But if you will pardon one little criticism of some of your advertisements I believe they might have been still more productive had you played up the exclusive features—the double-jointed gusset and the automatic crotch of the union suits. They're our big talking-points, and we build our national campaigns around them."

"Right the first time," agreed the buyer. "They are fine talking-points. But to my mind they are not fine selling-points. After all, they are minor features. You did not sell me the line because of these things, and I cannot sell the goods to my customers because of Don't believe I've ever them. known a man to come in here and insist on these features. I buy your underwear and my customers buy it because it is good underwear in the all-around sense of the word, admirably fills the purpose for which underwear is worn and holds its own a long time. We can get it in materials and weights that suit us. It is worth the money we pay for it. Advertising? Bet your life, your advertising helped create this good opinion. But it is my opinion that you have sold us on Duplex Knit by the volume, persistence, striking appearance and sincerity of your national and local advertising, rather than by the crotch and gusset copy you have put into it. If those revolutionary cures for imaginary evils in underwear had made much of a hit with our trade, I should have heard about it.

"When a man comes into this place for underwear he has a certain weight and material in mind.

Also, he is mighty keen about getting a garment big enough—which usually means one at least a size too big for him. Suit him on these three points, and unless there is something obviously wrong with the price he is sold. I have yet to see a man examine underwear for patent straps, improved seams, inverted seats or other superficial attractions. Oh, yes, we often call his attention to these features, but only incidentally.

"Same way with our advertising. We try to tell the men the things about Duplex Knit which interest them most when they come in to buy—the material, the different weights, the way 't wears, the careful finish and the range of prices. We put in the pet contrivances, too—but not to the extent of trying to make the tail wag the dog."

#### THE DEALER KNOWS

The above skit is not an invention, but a composite monologue which a number of business men will recognize as an old friend. It illustrates one of the angles of the difficult matter of getting the dealer enthused over the manufacturer's local advertising. Rightly or wrongly, the merchant believes his brass-tacks, unimaginative way of telling about his wares in print is the better way. often he feels that the stuff the maker runs, especially in connection with staple products, deals too little with essentials and too much with comparative trifles. copy, set-ups and cuts furnished for his own use, he frequently finds out of keeping with his own ideas of what his customers want to know, and so does not use them to the extent to which he might use them if they were prepared to average retail specifications. The bulk of retail advertising is not picturesque; but it is practical. The merchant is in daily contact with his customers. He bases his

appeal on advance information. He is not afraid to be commonplace in his advertising, for his trade is that way, too. He keeps one eye on the goods, but never takes the other eye off the man in front of the counter. He believes it pays to act as understudy to Ben Turpin in this one respect at least. Retail advertising often makes dry reading; but so do dividend reports.

Whatever may be the virtues of gaining distinction by emphasizing exclusive, but relatively insignificant, points of a product, might it not be worth while to follow the dealer at least part of the way in the local copy and in the readymade advertisements provided for his use? A little more pork and beans and a little less blanc mange might make this sort of advertising more filling-at least the average dealer thinks so. Besides, he may fear that the manufacturer's advertisements are so far removed in general character from his own that the desired mental co-ordination on the part of the reader is anything but assured. Owing to his strategic position next to the user of goods, the views of the retailer ought to carry some weight in the matter of local advertising. Certainly he must make his living by printing advertising that really sells his goods. Perhaps it will not be considered lese-majesty to suggest that his analysis of reader-reactions might be of some value in the preparation of magazine advertising. Of course, right here we run against that stock rejoinder which is one of the basic principles of Adland: "Oh, that stuff may be all right for the retailer, but not for Our problems are different. So let's stick to the matter of local

One of the things the store advertiser has discovered at first hand is that trifles are not trumps. The elephant is considerably bigger than the mouse. That is one of the reasons why he sometimes appears hard-boiled and lacking in artistic appreciation when passing upon the merits of the manufacturer's local copy or the carefully

prepared pieces for insertion in his own advertisements. Although it is one of the biggest reasons for this attitude, it is one about which we have heard little or nothing in discussions of this old subject.

THE BIG SELLING POINTS COUNT
MOST

The retailer thinks all copy within his province ought to play up the big features of the product instead of the little ones. He does not believe it sound policy to glorify trivialities. So long as we started to talk about underwear, take a man who becomes acquainted with a brand of underwear through its advertising. The dealer will tell you that chap is positively the same man when he reads the manufacturer's advertisement as when he reads the merchant's. According to this profound reasoning, underwear has the same meaning to him at one time as another. He is susceptible to the same arguments, the words in the one convey the same ideas to him as in the other, his mental reactions may be presumed to be

Should the reader be considered a Jekyll and Hyde on the subject of advertisements, although entirely normal in other ways? Does he prefer to be told certain things about his union suit by the maker of the garment and certain other things by the man who sells it to him? The obsessed dealer will not admit it. He believes a fact is a fact to the consumer, no matter how, when or where he gets it. Who happens to be paying for the message is the least of his concerns.

There may be some truth in the elephantine theory of selling-points. The consumer himself ought to be the best judge of that. And the dealer thinks he knows more about the consumer than anybody else does, because he not only talks to that important gentleman, but also listens to him by the yard.

Speaking neither from the standpoint of the dealer nor from that of the manufacturer, sometime it appears that as much of our best PRINTERS' INK

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### Announcement

PHELPS PUBLISHING COMPANY has purchased NEW ENGLAND HOME-STEAD. The editorial and business headquarters of that weekly are now at Springfield, Mass., the same as the national monthly FARM AND HOME.

These two leading farm periodicals, now under one ownership, enable Phelps Publishing Company to employ most advantageously its financial resources and new equipment as well as its organization and experience. The mechanical and other improvements installed during the past year are rendered still more efficient by the success with which we won our fight for the open shop.

> Mr. Warren A. Priest, formerly New England representative of both publications, has been appointed advertising manager of NEW ENGLAND HOMESTEAD, and is located in the Springfield office.

> In Chicago, Phelps Publishing Company has established its own western office at 2017 Mallers Building. Mr. J. Lewis Draper, for many years western advertising manager, is in charge, representing both FARM AND HOME NEW and ENGLAND HOMESTEAD.

> In New York City, both papers are represented by Mr. J. W. Hastie, temporarily at 461 Fourth Avenue, until larger and permanent quarters are secured as a Phelps Publishing Company office.

With the NEW ENGLAND HOMESTEAD, supplemented by FARM AND HOME as a national monthly, Phelps Publishing Company is in an even stronger position than formerly to pursue its constructive efforts for the farmer and its profitable service to advertisers.

In order that we may give you better service, please send all advertising cuts, copy and instructions direct to the Springfield, Mass., office.

May 1, 1921.

### Phelps Publishing Company

New York SPRINGFIELD, MASS. Chicago

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# It sells for fifty cents a copy

A class magazine selling for fifty cents a copy—five dollars a year—must make a powerful appeal to a distinctive buying public—a public any advertiser would be glad to reach. Fifteen thousand influential business men have already subscribed for

### **ADMINISTRATION**

### The Journal of Business Analysis and Control

Each paid \$5.00 a year in advance for the first twelve numbers with no inducement other than the quality of the magazine itself. This is evidence which effectively demonstrates the demand for a periodical of this character.

"ADMINISTRATION" occupies a field it has already made peculiarly its own. Each copy is being read and preserved for reference by business men, bankers, executives, office managers, superintendents of large industrial plants and others in control of business affairs.

It goes into the hands of men who are keeping step with progress and who are willing and anxious to take advantage of the assistance such a magazine affords—a class of readers it pays the advertiser to meet.

We invite investigation of the circulation, policies, and future plans of "ADMINISTRATION." Our present advertising rates are based on the actual paid circulation of the first issue. A contract made now will protect you against the inevitable advance in rates as circulation increases. Rate card and full information upon request.

## The Ronald Press Co. Publishers

20 Vesey Street, New York

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1921

advertising is devoted to relatively insignificant points as there is to features of real consequence to the user of the product. A person cannot be expected to inform himself minutely on the thousand-andone articles required in our compact existence. With such an overwhelming mass of information on every hand the real job is to escape the load of knowledge thrust upon us. The less thought we can give to supplying our needs the better we are pleased. We regard as a benefactor, not the man who would make us think, but the man who does not ask us to think.

Technicalities, especially, are an awful bore to most of us-unless they happen to be the technicalities of our own particular busi-ness or hobby. Technicalities of manufacturing are notoriously unwelcome guests in most mental environs. A fellow is not disposed to cry "Eureka!" and throw his hat in the air when somebody tells him about a new kind of seam in underwear or a patent back-strap for his shoes. Such things are mighty small potatoes in his scheme of things. His enthusiasms are reserved for lighter moments and seldom are wasted on prosaic things.

It's a safe bet that nobody will lose any money in following the example of the merchant in stressing basic points, rather than superficialities, in the preparation of local copy, even if such a course is not considered quite au fait for general advertising practice.

Chicago Tailoring Company in New Advertising Move

The Bell Tailoring Company of Chicago, which has been conducting a general tailor to the trade business throughout the country, has now started to solicit Chicago city business by means of large newspaper advertisements. The clothing will be supplied customers direct instead of through agents, as is the case in other cities.

Poster Association Appoints Louis St. John

ouis St. John, manager of the Atlaric City Poster Advertising Compant, has been appointed national concilor to represent the Poster Advertising Association in the Chamber of Commerce of the United States.

#### Canadian Agency Adds Three Accounts

A new bond house, incorporated in Montreal, The Sterling Bond Corporation, Limited, has placed its advertising account with The Advertising Service Company, Limited, of that city. Newspapers and financial papers are being largely used.

Bryant, Isard & Co., dealers in investment securities, Montreal, have also placed their account with this agency. Newspapers, financial publications and agricultural papers of Canada as well as a list of American publications will be used.

be used.

This agency will also place the account of the Asbestos Manufacturing Company, Limited, of Lachine, Quebec, maker of Abestoslate, asbestos shingles, Linabestos, flameproof building board and asbestos corrugated siding. Advertising is being placed in farm papers, newspapers and magazines of eastern Canada.

### Candy Makers Appoint Adver-

tising Committee

The National Confectioners' Association at its convention in Atlantic City on May 26 discussed a plan for undertaking an advertising campaign to boom the candy business. A committee, having as its members four advertising managers of candy companies, was formed. This committee was instructed to consider plans that were submitted and to render a complete report on the subject at an early date. The general plan discussed calls for an expenditure of \$500.000 and for the use of magazines and newspapers. V. L. Price, president of the National

V. L. Price, president of the National Candy Company, St. Louis, Mo., in an address on the "Economic Problems of Our Industry," urged the association to enter upon an advertising campaign.

### Three New Accounts with Wurts-Duncan Agency

Wurts-Duncan Agency
The Halstead Soccialties Company, of
San Francisco, Cal., manufacturer of
Spring-Eez, has placed its account with
the Wurts-Duncan Advertising Agency.
National mediums and motor publications are being used. Other accounts
secured by the Wurts-Duncan company
are the Moore Shipbuilding Company,
of Oakland, which will use for the
nresent trade journals, and the Pacific
Manifolding Book Company, salesbook
manufacturer. A campaign for the latter company will involve direct-by-mail
throughout the Western States and
the use of business papers and trade
journals.

#### Furniture Account with MacManus Agency

The account of the Ypsilanti Reed Furniture Company, Ionia, Mich., will be handled by MacManus. Incorporated, Detroit.

### Patent Office Registers Bank Emblems

Lack of Use in Interstate Commerce Does Not Prevent Protection

### By Chauncey P. Carter

'HERE is a certain sense of security arising out of official registration that has impelled the owners of all sorts of emblems, marks, symbols, etc., not used in interstate commerce to seek registration under the trade-mark or copyright laws and in some cases under the law providing for the grant of patents for designs. There have been references in PRINTERS' INK relative to the registration of the emblem of a wellknown advertising agency which it appears was first registered under the copyright law and then as a trade-mark for publications under the trade-mark law.

The trouble with registration of such emblems under the copyright or design patent law is that such registrations and the protection afforded in connection therewith is of limited duration and upon their expiration, the emblems become public property and are open to use by anyone. It is hardly to be expected, however, that this will be desired by the owners at a time when by long use and extensive publicity the emblems will have become well-known as distinctive of the workmanship or service rendered by their owners. On the other hand, any registration of such emblems as trade-marks for publications is of questionable validity where such publications are not actually sold for profit in interstate or foreign commercewhich is seldom true and is, moreover, only effective as against the use of the same or a similar emblem by another as a trade-mark for a publication.

It seems patent, nevertheless, that an organization rendering service of one sort or another, i. e., banking, advertising, fraternal, educational, charitable, etc., has the right to adopt an original emblem for use in its publicity and otherwise and that where the use

of such an emblem extends outside of the State in which the
owner is domiciled, a merchant
should not be permitted to adopt
the same emblem as a trade-mark
for his merchandise entering into
interstate commerce. On the other
hand, a merchant cannot be expected to have in mind all such
emblems in use any more than the
officials of the Patent Office can,
unless the owners of these emblems are permitted to effect registration in some central register
available alike to the public and
officials of the Patent Office.

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In the case of Searchlight Gas Co. v. Prest-O-Lite Co., decided in 1914, a Federal Court went so far as to say that "While service is not trade in articles of commerce and while trade-marks as such must actually be put on articles of commerce or their containers, a trade-mark may cover, not only the physical article sold, but also the incorporeal right to render further service in connection with it." Along the same line is a decision of the New York State Supreme Court rendered in 1917 in which it was said that "The word 'Prest-O-Lite' was not merely a generic name, but re-ferred to a system of exchanging automobile gas tanks as well as tanks and contents."

### RECOGNITION OF SERVICE EMBLEM

The framers of the 1913 amendment to our principal Federal Trade-mark Law apparently recognized the justice of the principle that the owner of a service emblem is entitled to prevent its use or that of a confusingly similar mark by another as a trade-mark for merchandise, for we find that the prohibited registration as a trade mark of any mark that "consist of or comprises . . . any design opicture that has been or may here after be adopted by any fraternal.

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June 2, 1921

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PRINTERS' INK

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### Where Buyer and Seller Meet

No Waste Circulation: The very nature of this book makes it sell only where it will be used. Every owner of the volume secures it in order to locate names, addresses and other data regarding the firms and products listed therein. It offers the advertiser a selected list of known prospects.

### In The Electrical Field

¶ HENDRICKS' REGISTER thoroughly covers this great group of allied industries. The three agencies which are involved in the production and consumption of electrical goods are fully represented.

¶ Producers and Manufacturers of electrical apparatus, instruments and supplies are listed under thousands of classifications according to their products. Everything from a push-button or simple insulator to a mammoth generator or electric locomotive can be bought from the firms listed in these divisions.

( Contractors, Jobbers and Dealers who buy electrical products are represented both in general and special lists. Contractors, particularly, find HENDRICKS' essential in locating materials specified on plans, securing prices and—when necessary—hunting up other goods when the ones specified are not available.

(II All of these groups consult HENDRICKS'—it is a big time-saver and money-saver in putting each in touch with either of the other two groups whose goods or services they require. All three groups have either something to buy or something to sell. HENDRICKS' REGISTER is the counter over which the transactions are made.

@ Send for rates and specimen pages.

Member Audit Bureau of Circulations
Departmental Member Association of North American Directory Publishers

## Hendricks' Commercial Register of the United States

HENRY H. BURDICK, TREASURER AND MANAGING DIRECTOR

70 FIFTH AVENUE AND 2 W. 13TH STREET, NEW YORK, N. Y.

S FRANCISCO

HE IST BUILDING

CHICAGO 508 SOUTH DEARBORN STREET TORONTO

160 BAY STREET

120

PRINTERS' INK

June 2, 1921



### **Makes Direct Sales**

Most trade advertisements ask readers to "write for information." But they don't always do it. Some are too busy to write. Others procrastinate. Many forget. So sales are lost because advertisers don't "follow through."

The Chilton Symbol Plan corrects this. It includes placing the needed purchasing information in the standard reference book of the industry, the CHILTON AUTOMOBILE DIRECTORY, and in displaying the Symbol in all other advertising, to refer buyers to it.

This makes buying easy. It removes obstacles that often prevent sales. As all known buyers in the business receive this book, they can instantly locate the information. Then they buy.

Your clients in the automobile field should utilize this method of making direct sales.

Many leading manufacturers are at present using it profitably.

Chilton Automobile Directory
Market and 49th Streets, Philadelphia, Pa.

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ter on society as its emblem of any name, distinguishing mark, character, emblem, colors, flag, or banner adopted by any institution, organization, club, or society which was in orporated in any State in the adoption and use by the applicant: provided, that said name, distinguishing mark, character, emblem, colors, flag or banner was adopted and publicly used by said institution, organization, club, or society prior to the date of adoption and use by the applicant..."

Although no record of these names, distinguishing marks, etc., was provided for in the amendment referred to, it became obvious to the Patent Office officials that this amendment would be substantially inoperative in ex parte proceedings unless some record of these names, distinguishing marks, etc., and the dates of their adoption and use were established and made available to the Two indices were, Examiners. therefore, established in the Office, one for corporate names, and the other for emblems, colors, flags, banners, etc., and in theory, at least, no trade-mark is granted or passed to publication until it has been compared with the names and emblems, etc., contained in these two indices and found not to be in conflict with any of them.

Among the corporate names we find The Vogue Co., The Vanity Fair Publishing Co., Delta Upsilon Fraternity, Chicago Belting Company and a number of others, while among the emblems we find those of the D. A. R., Yale University, Theosophical Society and recently there have been added to this list recently adopted emblems of two large banking institutions, viz.: The American Security & Trust Company of Washington, D. C., and the Union & Planters' Bank & Trust Company, of Memphis, Tenn. (as to this latter emblem, see article entitled "A Bank Seeks a Trade-Mark" in PRINTERS' ING for October 21, 1920).

That more banking and advertising agency emblems have not almady been placed on this register is probably due to the fact that only a few members of the trade-

society as its emblem of any name, mark profession are alive to its distinguishing mark, character, possibilities.

Let us compare for a moment the protection afforded by this register as against trade-mark, copyright or design patent registration in the case of these socalled "service emblems," ing one of these emblems on the register in question forfeits no common-law or statutory rights of the registrant whatsoever, and on the other hand acts to prevent the registration as a trade-mark in respect of any articles whatsoever of any mark that "consists of or comprises" such emblem. Placing the same emblem on the copyright register acts to forfeit all of the registrant's exclusive rights of reproduction in the same after a period of twenty-eight or fifty-six years in return for protection from reproduction during that period, provided that the emblem is found to have artistic merit, which is not always the case.

If such copyright is effected in the form of a label, it has been held by the Commissioner of Patents that such copyright registration will not operate to prevent the registration of the emblem as a trade-mark for particular goods. Placing the same emblem on the trade-mark register in respect of publications is not only a questionable proceeding in most cases, but even if valid merely prevents the use of the emblem on other publications sold in interstate or foreign commerce. Placing the same emblem on the design patent register in one form or another limits protection to fourteen years at the outside and then only as against reproduction in the special form in which registered, i. e., as a medallion, a piece of sculpture, embroidery, or

In this connection a decision involving the word "Kewpie" is of some interest. In this decision it was held that the originator of the doll or statuette to which she had given the name "Kewpie" and for which she had obtained a design patent and also copyright for certain literature pertaining to this imaginary being did not

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show that she would be injured by the registration of this name by another as a trade-mark for children's suits, never having herself used the word as a trademark for such goods or goods of similar descriptive properties.

There seems to be only one limitation imposed by the 1913 amendment above quoted that is deserving of special consideration, and that is the wording, "which was incorporated in any State in the United States." Apparently, it is not possible to register the emblem of an unincorporated advertising agency, bank or other acceptable institution, although for what reason this partiality in favor of the corporate form of management was inserted I am unable to fathom.

Neither does it appear to be possible for a foreign corporation -i. e., one incorporated under the laws of a foreign country, such as the Birmingham Assay Office, the hall-mark of which is substantially identical with the trade-mark of Gorham & Co., silversmiths, in this country-to take advantage of this liberal provision of our trade-

mark law.

It may be expected that when the registration of emblems, etc., under this provision assumes greater proportions, Congress will enact suitable legislation to govern the same, establishing fees therefor, making such registration prima facie evidence of ownership, Pending the enactment of such legislation, which must of necessity be more or less strictly construed, the practice in the Office in respect to these emblems will, no doubt, continue to be most liberal in favor of the registrants.

D. E. Woolley in Chemical Advertising Work

Advertising Work

D. E. Woolley, for the past few years associated with Knill-Burke, Inc., publishers' representatives, has become secretary and a director of The Basic Chemical Corporation of America, Brooklyn. He will also act in the capacity of advertising manager for this corporation, the Otorino Corporation, the Ferroton Pharmacal Company, Inc., and the Callidendron Chemical Company, Schedules for local and national campaigns are now being considered. sidered.

#### Colorado Springs Will Advertise

The Chamber of Commerce of Col-rado Springs, Colo., has decided upon a series of booster advertisements in h-half of that city to be run in a Central Western and Southern list of Sunday newspapers. The copy will be placed by the Fawcett Advertising Agency of Colorado Springs. Col by the Fawcett Adverti Colorado Springs, Colo.

### New Account for Vanderhoof

Agency Vanderhoof & Company, Chicago advertising agency, has secured the advertising account of the Borromite Company of America, Chicago manufac-turer of the Borromite Rapid Rate Water Softener. Newspapers and busi-ness papers will be used.

Frank B. White to Advertise Berry Plants

National advertising in behalf of berry plants will be started by O. A. D. Baldwin of Bridgman, Mich. Preliminary plans for the campaign now are being made by Frank B. White, Agri-cultural Advertisers' Service, of Chicago.

### Will Advertise Non-Surgical Institute

The Hannah-Crawford, Inc., of Milwaukee, has secured the account of the National Non-Surgical Institute of that city. The advertising will be national.

#### Roy Evans with Canadian Motor Sales Co.

Roy Evans, recently business man-ager of the Border Cities Star, has be-come general manager of the Canadian Motor Sales Company, Windsor.

### Shearman Joins Lorenzen & Thompson

Thomas B. Shearman, formerly with Cone, Hunton & Woodman, has been added to the Chicago soliciting staff of Lorenzen & Thompson, Inc.

### Plans to Advertise Zinc Shingles

The advertising of a new zinc shing and by the Illinois Zinc Companywill be handled by Philip Kobbe Company, Inc., New York.

### Will Handle Stevens-Dury Foreign Advertising

The J. Roland Kay Company been appointed foreign advertise agents for Stevens-Duryea, Inc., Chia pee Falls, Mass. advertisi

June 2, 1921

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PRINTERS' INK

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OTHING is truer than this: words unread are words that are dead. What, pray, has better stuff in it than a hymn-book? Yet, a tattered hymn-book is no earthly, or heavenly, use because nobody wants to pick it up. The Eye is Cerberus to the Mind. It is the grim guardian who decides what shall pass in and what shall stay out. ~ We set Advertisements that silhouette themselves against the Desert of the Page; that can not be drowned in a Sea of Space; that get to the eye, through the mind, at the sale

### PHILLIPS & WIENES

Typographic Servants
160 EAST 25TH STREET
NEW YORK



6

## What is the answer?

There appeared in the "Chicago Daily Tribune" of October 13, 1920, advertisements of 22 nationally known articles in space totalling 11,740 lines.

Eleven of these advertisements occupying 7,245 lines were reproduced from electrotypes made at the Cincinnati plant of The Rapid Electrotype Company and distributed by it to the "Tribune" and other newspapers throughout the United States.

One half of these national advertisers—who used 61 per cent of the space taken up by these twenty-two ads—depended on Rapid Service for both the physical and timely appearance of their advertisements.

Ask any five national advertisers about us. We probably are serving three of the five, and we are glad to have them speak for us.

We Co-operate!

### The Rapid Electrotype Company Cincinnati

CHICAGO Monadnock Block NEW YORK 200 FifthAvenue



The New \$400,000 Home of Electrotyping Headquarters Wholly occupied by The Rapid Electrotype Company

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#### More Substitutes of Lard Than of Butter

Veretable oils are used more in the Uni of States to replace lard than to replace butter, according to a report of the J. S. Bureau of Markets. The S. Bureau of Markets. The estimates available indicate that best substitutes manufactured in the United States during 1920 were about 34 per cent of the total lard and lard substitute production while margarines were about 20 per cent of the total butter and butter substitute production.

It is a difficult matter to determine the It is a difficult matter to determine the total production of lard and butter in the United States because much is produced and consumed on the farm, and therefore is not recorded. Careful estimates, however, based upon census surveys and reports of governmental inspection agencies indicate that the total lard production during 1920 was 1,936,000,000 pounds. For the same year the production of butter is estimated at 1,400,000,000 pounds of which 800,000,000 pounds were factory butter and 600,000,000 pounds were factory butter. The production of margarine can be accurately determined because the tax imposed on the production affords a means of recording the output. The term margarine is used to include animal margarines, and

term margarines is used to include ani-mal margarines, and combined oleomargarines. The top and production for 1920 was 370,700,000 pounds, of which 191,000,000 pounds were made exclusively from vegetable oils. It is necessary, however, to esti-mate the production of lard substitutes during 1920. The records of the U. S. Food Administration show that the average production from 1914 to 1918 was about 1,100,000,000 pounds.

Minneapolis Agency Will Advertise Soft Drinks

Vertise Soft Diffuse
The Chippewa Springs Corporation,
of Chippewa Falls, Wis., has started an
advertising campaign in behalf of its
water and soft drinks. The advertising for the present will be more or
less localized in the Northwest, but
will be nationalized later. The account
has just been secured by the Kraff Advertising Agency, Minneapolis.

### Merrill Leaves Printz-Biederman

David R. Merrill, advertising man-ager of The Printz-Biederman Com-pany, Cleveland, has left this position to become advertising manager of the American Lady Corset Co., Detroit. He is succeeded at Printz-Biederman by Boyd St. Clair, formerly with the Central National Bank, Cleveland.

D. D. Knowles Forms Service Agency in Chicago

D. D. Knowles, who recently left the I. A. Snyder Advertising Agency in Chicato, has opened a service agency of his own in that city and will specialize in direct-mail advertising.

### Death of F. K. Beebee

Death of F. R. Decore

F. K. Beebee, one of the organizers and treasurer of the Mid-Continent Advertising Agency, Inc., of Dallas and Houston, died in Kertville, Texas, on May 20, aged thirty years. He started in the advertising business with the George Batten Company, Inc., New York, in 1906 and was with that agency for several years. In 1912 he was assistant publicity manager of the Progressive Party in the Presidential campaign. He was later associated with the E. T. Howard Company, Inc., and with Gardiner, Atkinson & Wells, now the Gardiner & Wells Co., Inc., New York advertising agency. vertising agency.

### Join Charles Daniel Frey

Roy F. Spreter and B. V. Flannery, formerly with the Charles Everett John-son Company, Chicago, have joined the Charles Daniel Frey Company of that city. Mr. Flannery becomes a member of the creative department. Mr. Spreter is a painter.

### L. T. Johnston with Donley D. Lukens, Inc.

L. T. Johnston, formerly assistant sales promotion manager of The Wizard Lighttoot Appliance Company of St. Louis, is now connected with Donley D. Lukens, Inc., advertising counselors of that city, as manager of research and

### George M. O'Neil Elected an Officer

George M. O'Neil, sales manager of The Tin Decorating Company of Balti-more, has been elected vice-president and a director of the company. Mr. O'Neill a director of the company. Mr. O'l was formerly secretary of Collier's.

#### John E. Parker with Charles Gilbert Hall

Charles Gilbert Hall, advertising agent of Philadelphia, announces that John E. Parker, for many years with the Curtis Publishing Company, is now associated with him as an adviser in art plans.

### "The Farm Journal" Advances H. D. Belcher

H. D. Belcher, who has been assistant manager of the Western office at Chi-cago of *The Farm Journal*, Philadelphia, has been made Western advertising manager of that publication.

### Joins O'Connor-Fyffe

Mrs. I. Dittenheimer, recently advertising manager of the Woman Citisen, New York, has joined O'Connor-Fyffe, New York, advertising agency.

DDINTEDC' INV

## When Is It Advisable to Change the Advertising Appeal?

A Further Analysis of Your Market May Disclose Unsuspected Buying Habits which May Be Influenced by a New Approach

### By Robert H. Isbell

I T is related that in the pioneer days of correspondence instruction, a prominent school made the words "spare-time study" the salient feature of its advertising. Later on, this phrase, apparently admirable as a statement of fact, was found to hold one serious psychological fault. It actually scared off a certain percentage of prospects. Most of those for whom the courses were intended were unaccustomed to study. Work was familiar, study was strange and disconcerting. slogan was changed to "let us train you." The burden was automatically transferred from the pupil to the school-with increased volume of enrolment.

Alert advertisers constantly are finding out new things that make a revision of the advertising appeal the part of wisdom. Indeed, seldom is it safe to accept any conclusion as final and static in a field essentially dynamic. Things are not always what they seem. Superficial analysis, based on tradition rather than first-hand contact with consumer habits of thought, is largely responsible for misdirected advertising messages. With relatively new products, such as the automobile, the phonograph and the many labor-saving appliances for the home, it is, of course, a matter of years before all the effective angles of advertising approach are developed. To a great extent these things are still novelties, as far as the mental attitude of the public is concerned. It is the job of the advertiser to adapt his translation of the claims of such products to this as yet unstabilized condition, to progress as the appreciation of the consumer progresses. To do this it is necessary to get in touch with the user of the goods.

Manufacturers of washing ma-

chines, among others, have recently found reasons for broadening their appeal. They have discovered that mere man is quite an important factor in the purchase of these appliances. The mechanical efficiency of the washing machine has a natural fascination for the average man, so that whether he feels called upon to operate it or not, he is going to have a powerful voice in its selection. In the future we may look for more and more copy aimed at men as well as women.

#### STUDY APPEAL TO MEN AND TO WOMEN

The same argument applies, of course, to ironing devices, vacuum sweepers and other home improvements. In fact, it is not going too far to say that the man of the house more often than his wife takes the initiative in adopting labor-saving devices for the home. Usually he is in daily contact with similar principles—the typewriter, the adding machine, the cash register and the dictating machine, and his mind is naturally receptive of any suggestion that will add to the efficiency of his household. should come in for serious attention in the advertising even if the above reasons did not exist. For, as a rule, he has to be sold in every major purchase for the home, and the selling can start in no more appropriate place than in the advertisements.

Some of the men's clothing people have already added the feminine flavor to their appeals, thus increasing the attraction for both men and women readers. If there is one place where the muchtouted pretty girl motif ought to deliver the goods it is in advertising to men. There is far less point in introducing her into women's advertisements. One does

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# Confidence and a skeptical public

Now, more than ever before, it is necessary to enthuse a skeptical world, to awaken it into action and confidence.

There has been much talk latterly of a "buyers' strike." Normal conditions depend upon public confidence. And something must be done to rebuild that old confidence. Advertising will do it. But not advertising alone.

In order to go a step further, in order to achieve the right results, it is necessary to develop confidence in the advertising itself.

To that end Good Housekeeping is publishing, in its own columns, twelve fullpage advertisements. Nine have already appeared, the three remaining ones are to come in the June, July and August issues. Every one of these advertisements has been designed to explain frankly the theory of advertising, to emphasize its merits, to reiterate its safety.



### GOOD HOUSEKEEPING

119 West Fortieth St., New York

If you have not yet received your copy of "Spreading the Gospel," Part III, please remind us on your letterhead. Full-page reproductions of two advertisements in this series will be found in Advertising & Selling, issues of May 14th and May 28th.

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motto over our doorway.

There's always a bench full of boys at the Globe. "Too much overhead" the efficiency expert would say if he looked them over, but-

"On the job with every promise!" would be the harried catalog or ad man's reply to that.

#### 'Phone-Circle 8773-8774

Note—The ad man was so impressed with this Ben Day border that he keeps a proof of it under his desk glass for reference. Proofs of this adot, on coated stock sent free on request.

Photo Engraving Co.
148 West 52d St.
New York

DDINTEDC! INV

not have to possess the sardonic outlook of a Thomas Cariyle to perceive in the pretty girl a sure means of getting your advertising and your goods thoroughly hated by all homely women. Why not try a few matinee idols and movie herees in the women's magazines

for an experiment?

Along the same lines, it is a mistake to assume that men are devoid of interest in women's finery. In spite of the shafts of our leading newspaper satirists, it is a fact that many men are constantly alert to see that their wives, mothers and daughters get their share of fine raiment. I know some men who take more interest in these nurchases than their wives do, and who know more about what's what in glad rags than they would admit in a gathering of men. Advertising that enlists the man's interest in things for women has gained a mighty valuable ally. Vice versa, consider how often the purchases of the husband, father or son are inspired by the women of the family. Who has not heard a woman say: "I've been after John for weeks to get a new suit;' or "I want him to have one of those new fuzzy overcoats"?

Boys' advertising has three sides -the boy, his father and his mother. The advertiser who wants to overlook no bets will, as far as possible, go in for all three ap-Consideration for the boy himself should come first. Other things being anywhere near equal, he can usually demand and get exactly the suit, the mechanical set, or the shoe he wants. The revival of corduroy was founded no less on boyish predilection for what is rough and ready and non-mollycoddlish, than on his mother's insistence on a combination of good looks and good wear. Again, taking his peculiar psychology in hand, the boy likes to see his clothes dignified by being ranked with his father's in the advertising pages. "Win the boy himself" ought to make a fairly safe advertising slogan for those who sell the things he uses.

When the subject is children's apparel, pride is often the most

vulnerable point for the advertising shaft. However conservative parents may be in spending money on themselves, they are ready to loosen up when providing for the little ones. The young folks have just got to shine in any companyparticularly the babies. That is why in retail stores the juvenile sections so often feature merchandise relatively far more expensive than that shown in the departments for grown-ups. Copy that plays upon the mother love of seeing the children well dressed is at least as powerful as that which stresses the practical angle. Salespeople will tell you it is no trouble at all to sell a woman the finest goods for her children if she has the price.

#### APPEAL TO PRIDE SHOULD NOT BE OVERLOOKED

In the general field, too, this matter of pride is frequently the dominating motive of the purchase, and as such deserves a big share of the copy appeal. "Keeping up with the Jones' "-fortunately or unfortunately, according to whether you are doing the selling or the buying—is about the most powerful natural phenome-non there is. How many things are bought primarily for exhibition purposes? Women, especially, count the major satisfaction of ownership the privilege of letting other women know about the acquisition. The appeal to pridecall it vanity, if you will-is actually almost as powerful in selling utility articles of the more expensive grades, as it is in selling real and comparative luxuries. people make the most of this human quality by letting the custom-er know that "Mrs. Van Strutt bought one of these gowns yesterday," or "I sold some of this same shade to the mayor's wife.

Here and there we find examples of expanding the appeal and thus broadening the market of a whole industry. Fleischmann's Yeast is a case in point. Here we have a campaign that not only multiplies the market for the product by making it an article of diet, but also automatically increases the

Jun

Invest Your
Advertising Dollars
in

## AKRON



Most people in Akron Read the AKRON SUNDAY TIMES

"Akron's Ablest Newspaper"

The Akron Evening and Sunday Times is Akron's greatest home newspaper. It has the Associated Press News Service and is a member of the Audit Bureau of Circulations.

If you want to sell your product to Akron's 208,000 residents, invest your dollars in the Times — more "action" per dollar.

National Advertising Representative

CHAS. H. EDDY CO.

New York

Opportunity

Chicago

Boston

Good

prestige of the preparation in its original field. A recently published chart showed how the market for a brand of cocoa was multiplied by a campaign that advertised all the uses of the product instead of merely its merits as a beverage. Chewing gum offers a classic illustration of market expansion. Time was when gum was ranked by most people with the all-day sucker. Advertising made chewing gum a serious subject: Digestion, sweet breath, white teeth formed the basis of the appeal that built the modern chicle industry. A shifting of the appeal to the food value of candy has succeeded in spreading the candy habit to every member of the family.

The principle of selling things on their merits has been found a mighty good one. Once oleomargarine was content to be known merely as an imitation of butter, marked with the implied inferiority that always goes with the words "imitation" and "substitute." The advertising was comparative-and hence largely negative, "tastes like butter," "use it in the place of but-Now the many oleo products proudly stand on their own feet and advertise themselves instead of their common rival. See how the Fels-Naptha folks are lauding what might otherwise run the risk of being referred to in the vernacular as plain "yellow soap." "Wash it with the golden bar with the clean naptha odor." Nothing like making a virtue out of a potential drawback.

Soon after athletic underwear for women was introduced, one manufacturer found it advisable so to modify the advertising message that the advantages of the new type of garment might be appreciated by all women. The word "athletic," if taken literally, would tend greatly to restrict the market. So the new campaign, while still retaining the distinguishing word, was built around the essentially feminine character of the goods, and their desirability for all women, rather than only those who went in for outdoor sports. A striking illustration showing a

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# Boston Agency Changes Address

## S. A. CONOVER COMPANY ADVERTISING

99 CHAUNCY STREET BOSTON, MASSACHUSETTS

Another step forward—to larger quarters, where we can better serve our clients.

American Association Advertising Agencies MEMBERS:

National Outdoor Advertising Bureau

**Audit Bureau Circulations** 

# FREY

Advertising Illustrations · Complete executive, creative and production staffs, including competent photographic equipment of men and machines in both Chicago and New York.

CHARLES DANIEL FREY COMPANY
New York Chicago

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flav arti set group of women in every walk of life and dressed for all occasions was linked with the claim of a "new and better underwear for every woman." The job was to make a staple out of a specialty.

make a staple out of a specialty.

Ease of operation is a major consideration in the purchase of any mechanical product. Folks want to be assured they can "work it" handily and safely. Notwithstanding that automobiles are now as common as houses and anyone can run one with a little practice, it is a fact that the responsibility of operating a car holds a real terror for a lot of people. I know a man of parts who longs for an automobile, but dreads handling it himself, and says he cannot afford to employ a chauffeur. paign of reassurance, setting forth the simplicity of construction, the ease and rapidity with which the driver becomes "gas-wise" would be anything but superfluous. 1 believe the maker of any moder-ately-priced car would profit by doing a little educational work on prospective owners, to supplement his more obvious major appeal.

AN ECONOMY APPEAL FOR QUALITY LINES

Advertisers of quality products sometimes find an arresting note of economy valuable. There is always an element of danger that acknowledged superiority may give some consumers an exaggerated idea of the cost of the product.

Naturally, just at present, the economic appeal has come to the front all along the line. By force of circumstances, price is being more extensively featured than for many years. After all, it is the public that directs advertising campaigns—that is, successful ones.

The historical angle is being commercialized in many quarters. Subjected to analysis, this form of appeal is basically the same as that which plays upon the pride or the patriotism of the public. A thing may be merely queer until we discover that it is antique. Some of us may not take naturally to the flavor of molasses. But show this article in its gracious ante-bellum settings, and it takes on a halo.

# Printing

was an art

# Advertising

was an experiment

THE ancients used types in the tenth century; and the orientals operated presses long before Koster and Gutenberg lived to be credited with the invention of the modern craft. The traditions of a thousand years are the inheritance of the trade today. Is it any wonder, that with so much to learn, there are so many different kinds of printers? We specialize only in the application of the old art to the new—advertising.

Call upon us when the particular copy calls for particular quality



HURST & HURST INC

Printers of Better Advertisements

> 357 WEST 36TH ST NEW YORK

settii

June .

#### The Gateway to the Southeast ADVERTISING

in the

#### Photogravure Supplement

(Printed by the Gravure Process)

of the

#### SUNDAY TIMES-DISPATCH Richmond, Va.

Is now handled directly and exclusively by our representatives in the national advertising field.

STORY BROOKS & FINLEY New York, Chicago, Philadelphia, San Francisco.

Sample copies of this supplement and detailed information will be sent interested parties upon request.

THE TIMES-DISPATCH PUB-LISHING CO.,

Richmond, Va.

Publishers of

The Times-Dispatch, Daily and Sunday

The Evening Dispatch, Afternoons. Romantic associations may be invoked to serve the most prosaic of products—but they must be plausible. In their proper places, the spiritual or sentimental appeal may often bring home the bacon where a purely material form of approach might fail.

Occasionally the apparently sound and logical appeal may develop unexpected dangers and necessitate drastic revision. In the earlier days of the package for grocery staples, much advertising built around the sanitary features of protected goods. A mild form of scare copy materialized in some quarters-mild, yet as it turned out, quite nauseous to the 'average dealer who handled and still handles some groceries in bulk as well as in packages. This negative copy told of the "dirty grocery where the mice played and bin," the cat slept, and the bugs collected. Here was a copy angle full of dynamite and it soon became taboo territory with wise advertisers.

Recently we have been treated to much impressive advertising that seeks to sell the effect rather than the cause, the benefits of the product rather than the product itself. The Hupmobile campaign was a pioneer in this field. It sold the town dweller green fields, shady nooks, trout streams, the joy of living. It capitalized health and happiness. The Simmons bed people blazed the trail in selling sound sleep rather than wood and steel. Now this angle is being commendably worked by several mattress manufacturers, supplanting the powerful but outworn

Sanitary motif.

Usually the consumer himself can tell you when it is advisable to change the advertising appeal.

Consult with him often.

Tetley's Tea Takes Full Pages in Newspapers

Joseph Tetley & Co., Philadelphorare using full pages in the newspares to put over a coupon proposition. The coupon entitles the purchaser to a fire cent discount on any size package of their Orange Pekoe Tea. The copy is devoted to explaining this, to directions for making tea properly, and to prices.

June .. 1921

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PRINTERS' INK

135

# SMITH, STURGIS & MOORE, Ixc.

Successors to Collin Armstrong, Inc.

General Advertising Agents 1463 Broadway, at 42nd Street New York

#### Officers

Frank G. Smith

Wm. A. Sturgis

Vice-President

Harold A. Moore, Director in Great Britain

Harry L. Cohen

Treasurer

K. A. Clark

Secretary

#### Executive Staff



London

NEW YORK

Paris

Toronto

Montreal

The Right Angle in Advertising

e 2, 1921

I .... 1 1037

PRINTERS' INK

137



Wilfred O. Floing announces the resumption of his own business.

It is almost needless to say that the Floing policies of close cooperation with advertising agencies, and through the agencies with advertisers, are once more in operation.

WILFRED O. FLOING COMPANY 1316 Garland Building **CHICAGO** 

June ?

Journ Un

When Columi annua that d on ad the Ca vertisin addres nublish and di former Paso Spring County Carpen

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#### Journalism Week at Missouri University Has an Advertising Day

When the University of Missouri, Columbia, Mo., celebrated its twelfth annual Journalism Week this year, from May 2. to May 28, it set aside one day, May 25, as "Advertising Day." On that day all of the addresses made were mat cay all of the addresses made were on advertising by advertising people. Marco Morrow, assistant publisher of the Capper Publications, spoke on "Ad-vertising—Present and Future." Other rertising—Present and Future." Other addresses were made by J. K. Groom, pollisher of the Aurora, Ill., Beacon, and director of national advertising for the Northern Illinois Group of Newspapers on "Co-operation in Advertising Service"; by George M. Crone, Jr., former advertising manager of the El Pato County Democrat, of Colorado Springs. Colo., on "Advertising a County Weekly"; and by Willard E. Carpenter, president of Carpenter & Co., Chicago. on "Missouri's Share in National Advertising."

#### United Advertising Corporation Holds Annual Meeting

At the annual meeting of the United Advertising Corporation, outdoor advertising, New York, E. B. Wolfe was elected assistant treasurer and J. A. Burrell was elected assistant secretary. elected assistant treasurer and J. A.
Burrell was elected assistant secretary.
D. A. Heavren was elected a director
and secretary of the United Advertising Corporation of Texas, the Dallas
Poster Advertising Company and the
Waco Advertising Company. A. H. was advertising Company. A. H. Guertin was elected a director and assistant secretary of the United Advertising Corporation of Connecticut.

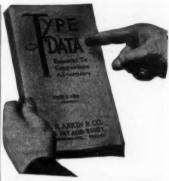
#### Lumbermen to Aid Hoover

At a conference on May 24 between representatives of the lumber industry and Secretary Hoover, it was decided that the Department of Commerce remax me Department of Commerce re-ports would be more useful to the pub-lic and to the industry if they con-tained more comprehensive statistics. The different branches agreed to sup-ply the department with current figures on the production, distribution and con-sumption of lumber.

#### Secures Business Paper Advertising Account

The Parkesburg Iron Company, Parkesburg. Pa., has placed its advertising account with the G. M. Basford Company, New York. Business papers in the railroad and related fields will be used to advertise Parkesburg tubes.

T. W. Harrison, formerly advertising manager of the Berger Carter Co., has opened an office in San Francisco and will handle chiefly technical accounts. Among these are the Ray King Co., portable dehydrators, and the Victor Engineering Co., gas engines.



This adman's handbook eliminates guesswork. It tells how to handle type; how to make it do what you want it to-the first time. Contains just the information wanted.

#### How to Plan Ads and Make Type Talk It's easy to plan and produce adr that

Process to plan and produce sate that pull, when you have this newest edition of Arkin Advertisers Type Data. It makes plain the fundamentals of form as understood and used by experts in typography. Explains the mechanical construction of advertisements. The proper selection of type faces. Rules for effective display.

#### Accurate Type Chart This feature alone is worth many dollars

In this 112-page book is a Type Estimating Chart that enables you to use the exact size type to fit any space. Copy can easily be figured to the *ryllable* before type is set. It is good for any size or face of type.

#### **Profusely Illustrated**

Harmony in display, margins, body is illustrated by specimen ads. Illustrations show how the large agencies map out their work. Correct proof-marking, style rules, etc.

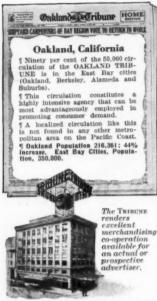
50 TYPE FACES are shown cov-ering practically every face and size of type used today in National advertising. Makes clear the in National advertising. Makes clear the "point" system on which all type is set,

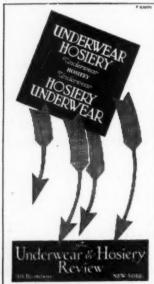
\$1-ON TRIAL Write now for this one dollar, postpaid. On ten days' approval. Your money back if you want Write for your copy to-day.

Arkin Advertisers Service Advertising Typographers-Artists 424 South Wabash Avenue

June

SO THE





#### Samples Soft Water-Enough for a Shampoo

Almost everything has been sampled in one way or another, but it remains for a Toronto laundry to advertise that it will send out samples of the water in which it washes the soiled ciotheleft in its charge. The Toronto Wet Wash Laundry Co., Ltd., is the adventiger and its research, so the same transfer and tiser and in newspaper space it offers to send on request a "generous por-tion" of "rain soft" water—the kind used throughout the laundry.

used throughout the laundry.

"Use it for a shampoo—or wish a dainty waist or a piece of fine lingeric in it," suggests the advertiser. "Note the wonderful difference, as compared with our hard local water.

"This 'rain soft' water we use in every process in our plant. Every piece of work handled here is washed and rinsed in this velvety soft water. Which explains the new standard of laundry work we've set up in this town." town 1

#### Briant Sando Heads National Sample Men's Association

Briant Sando, of Hibben, Hollweg & Co., Indianapolis, was elected president of the National Sample Men's Association at the recent convention of that association held in Chicago.

The other officers elected at this con-

vention are vertion are
First vice-president, W. H. Hunt,
Wheeler & Motter Merc. Co., St. Joseph,
Mo.; second vice-president, F. K. Mecks,
Perkins D. G. Company, Dallas, Tex;
secretary-treasurer, G. G. Graybill, Perkins D. G. Company, Dallas, 1ex; secretary-treasurer, G. G. Graybill, M. E. Smith & Company, Omaha, Nch.; director for one year, J. W. Hamilton, Finch, Van Slyck & McConville, St. Paul; director for two years, J. M. Golding, A. Krolik & Company, Detroit; director for three years, R. E. Filson, Carter D. G. Company, Louisville.

#### Geo. W. Preston Heads Cincinnati Ad Club

The following officers have been chosen by the Cincinnati Ad Club for

chosen by the Cincinnati Ad Club for the coming year:

President, Geo. W. Preston, advertising manager, Cincinnati Enquirer: first vice-president, Russell L. Cook: second vice-president, Alan Rogers: recording secretary, Albert R. Rigss; inancial secretary, Joe Tomlin; treasurer, Ben Roth; directors, C. A. Radford, Tom Kiphart, J. A. Conrard, Ben George, Krell E. Spires, E. H. Euch.

#### Geo. E. Girling in New York

Geo. E. Girling, formerly sales promotion and advertising manager of the Atlanta Leather Company, Atlanta. Fa., now occupies a similar position with the Eastern Shoe Machinery Company, with headquarters in New York.

Miss Sara Ogden is now advertising manager of the Fair Company, Cin-cinnati, succeeding W. J. McCauley.

#### Haynes Endorses Rankin Service

BEAUTY . STRENGTH . POWER . COMFORT

Wm. H. Rankin Company:

Gentlemen-The latest Brougham advertisement of the new style of appeal, is, in my opinion, the finest Haynes advertisement we have prepared since my connection with the Haynes Company.

It is exceedingly striking in effect and the tone of rich simplicity is of such a nature that it will compel the attention of persons interested in cars of true character.

It is not often that I write a commendatory letter about our advertising because Haynes advertising has always been exceedingly well prepared. However, this particular Brougham advertisement is so unusual in display, text and style, that I was forced to express my opinion and to thank you for your splendid co-operation with us in this respect. Yours very truly,

> The Haynes Automobile Company GILBERT U. RADOYE Director of Advertising and Sales Promotion

May we tell you more about the big success the Haynes is now enjoying and the part advertising has played in getting definite sales results. We are also in a position to handle the advertising of an automobile priced \$1500 or less and one \$3500 or more. Any newspaper, magazine, farm or trade paper advertising man will tell you of the unusual work we are now doing for Goodrich, Wilson & Co., Grinnell Gloves, Hartmann Trunks, the Lightolier Co., Haynes, R&V Knight Motors, De Luxe Bed Springs, and many others.

#### Wm.H. Rankin Company

Associated with Chas. F. Higham, Ltd., London, Eng. 104 S. Michigan Avenue, Chicago

50 Madison Avenue · New York

WASHINGTON · SAN FRANCISCO · LONDON Established 1800

1893 . THE HAYNES IS AMERICA'S FIRST CAR . 1921

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# The Fertile Middle West



A/E cover the heart of the richest agricultural section in the United States. The advertiser who covers same, using the Le Claire Service, mails his literature into the homes of Farmers and Small Town people within the area of the heavy black lines shown on this map. Our Small Town Classification does not embrace large cities. Our rate card gives a list of large cities, not covered, and also shows the states covered, giving the number of addresses by the county for each classification, namely Farmers and Small Towns.

We guarantee the delivery of the mail by refunding two cents postage on each piece remaining undelivered, subject to the reasonable conditions outlined in our guarantee. We furnish the information and do the addressing for just about what you would pay to have the addressing done in longhand, had you a list. We economically relieve you of all detail. Submit specifications and ask us to estimate the cost of your complete layout, mailed.

#### THE LECLAIRE COMPANY

A COMPLETE DIRECT ADVERTISING SERVICE

Reaching Farmers and Small Town People

Le Claire Building

DAVENPORT, IOWA

Le Claire's Mailing Directories

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## Don't Forget the Apostrophe

It Has a Human Touch That Improves Letters

By W. E. Walker

[Reprinted from The Bankers Magazine]

"DROP in any time you are downtown. Let us get acquainted."

That's not an inherently bad conclusion to a letter sent to a new citizen of your city, but you're liable to thunder it's too siff, too much like a school boy's essay when the copy boy hands it over for inspection.

Then this comes back:

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"Drop in any time you're downtown. Let's get acquainted."

"That's the berries," you'd probably say at this note of friendli-

The only difference is the apostrophe, but it adds an informal touch of fellowship that's difficult

to obtain without it.
You'll agree that the old frigid dignity, once too typical of banks and bankers, has to a large extent disappeared—thanks to modern advertising.

In letters, posters, pamphlets and newspaper copy the banker of to-day talks to his public in a "straight from the shoulder" way —a friendly way, a way that's converting more cold marble buildings into warm, friend-making institutions.

We hear more and more about "human-interest" copy in financial advertising, copy that carries that personal touch in its interesting stories from life to really attract people's attention.

Just how to bridge the gap between cold copy composed of hard type and the personal copy that makes your reader get not only the thought but the feeling your message conveys has bothered most copy writers. Few fast rules, of course, can be laid down for copy writing. Putting personality into print permits of little that is stereotyped.

There is no other mechanical device, however, it seems to me, that serves the human-interest ad writer, letter writer or any writer to better advantage than does the apostrophe. Just as it eliminates letters and ties up two words, does it eliminate the physical gap between the writer and reader and bring them closely in touch with one another as far as the particular message in hand is concerned.

The well-known copy of our largest manufacturer of men's clothing has as its basis of success—and it is, of course, tremendously successful—little else than the use of short sentences and a profuse use of the apostrophe.

"You're, I'm, we'll, they're, you'll, I'll, it's, they'd, that's, they'll, I'd, we're, you'd," and similar forms should all be familiar to the writer of informal copy who is after that personal touch. I believe these first two short

I believe these first two short sentences from a letter sent out to new residents of our city will illustrate the difference:

"Welcome to Madison. We are glad to have you with us."

That's not bad. But consider the slight change:

"Welcome to Madison. We're glad to have you with us."

The little apostrophe, it seems to me, adds a personal touch of good fellowship and much desired informality to the message.

It's fairly easy to put your finger on stiff copy. But it's a little more difficult to tell just why it's stiff. Failing to make use of the apostrophe, I think, will be found a common tendency of writers of cold, formal messages.

While, of course, you can't expect the diminutive apostrophe to solve all the faults of cold water copy, I believe it will do more than anything else its size to brighten copy with the desired personal touch.

When you come to analyze the case of the apostrophe and its use, you'll find the matter resolves itself largely into that old problem of writing as you talk.

devi that

Can you imagine yourself saying as a greeting of good fellow-ship to a newcomer, "Let us get acquainted"? You're bound to say "Let's" if you mean it. And yet chances are that when you've dictated the passage, it will be re-turned a la formality, your John Hancock will go down, and your prospect will probably think, unconsciously at least, "Stiff stuff; he's after my money, not me. I'll steer clear of him.'

The apostrophe occupies prominent position at the top and near the centre of your stenog-rapher's keyboard. The makers supposed it would be used fre-quently or they would have assigned it to some little finger job.

Too many copy writers allow their stenographers to forget that the apostrophe is on the keyboard. In nine cases out of ten the repair man will skip the key when he overhauls the machine.

"Seldom used," he thinks, and

passes on. If you're looking for that across-the-table style in your letters, that make-yourself-at-home touch in your bank's service talks, more informality in your ads or more good fellowship in your booklets and pamphlets, I'd suggest a little more use of the apostrophe. It was given a place in the punctuation mark family for a purpose. Let's make use of it.

Doherty to Advertise Bonds in Foreign Language Newspapers

Foreign Language Newspapers
Henry L. Doherty & Co., investment
house, New York, has established a
foreign language department, and is
planning advertising campaigns which
will be placed in the foreign language
press. Hans Rieg, formerly head of
the foreign language division of the
United States Treasury Department,
and who was in charge of the Liberty
Loan campaigns among Americans of
foreign birth or foreign parentage, has
been made manager of this new department of the Doherty commany. ment of the Doherty company.

#### Gary, Ind., "Tribune" Has New Owners

Control of the Gary, Ind., Tribune has been purchased by a new company, headed by Edward C. Toner, publisher of the Anderson Herald. Charles R. Emily has been made business manager by the new owners.

#### Canadian Life Insurance Campaign Started

The co-operative life insurance campaign, sponsored by the Canadian Life Insurance Officers Association and the Life Underwriters' Association of Canada, has been launched in newspapers throughout Canada.

campaign is to educate the Canadian public to the true function of Canadian public to the true runction of life insurance; to create a desire for life insurance by showing its adaptabil-ity to their many needs; to prepare the road for the salesman, enabling him to secure more business in less time; to safeguard the business written by making sure that the policies are intelligently sold and to conserve the business al-ready written.

The copy of the first advertisement

read:
"The people of Canada are insured half hillion dollars. for over two and a half billion dollars. This sum would provide for 350,000

This sum would provide for 350,000 widows and orphans for twenty years; it would purchase 625,000 homes at \$4,000 each; or it would furnish an education to over a million children. "These figures are evidence of the value placed upon life insurance by the people of Canada, and of what it is doing for the individual and for the nation."

the nation.

"Life insurance is the guarantee that your home can be saved for your family and your children be given a chance mand your children begiven a chance mand your children wertakes you or

and your children be given a chance in life—whether death overtakes you or you live to old age."

The slogan of the campaign is "Con-serve the Home and Stabilize the Na-tion."

#### Newspaper Advertisement Widely Circulated

The Parker-Bridget Co., men's and boys' store of Washington, D. C., re-cently published a page advertisement in two local newspapers that attracted

wide attention.

The advertisement was entitled "The Presidents' Page," and consisted of the reproduction of the portraits of the reproduction of the portraits of the twenty-seven ex-presidents of the United States, all in line, with the por-traits of President Marding and Vice-President Coolidge in half-tone.

President Coolidge in half-tone.
The company sent out 5,000 mailing cards describing the advertisement and received back 1,500 requests for a copy of it for framing. One request, received from Nurnberg, Germany, read:
"Please send us a copy of your ad for hanging out in our store. Many Americans visiting old Nurnberg call regularly at our salesynom." larly at our salesroom."

#### F. O. Bohen with J. C. Billingslea

F. O. Bohen has joined the Chicago office of J. C. Billingslea. Mr. Bohen has been engaged in promotion work for the Minneapolis Journal, St. Paul Daily News. Milwaukee Sentinel. and the Des Moines Daily Capital during the last six years.

device, however, it seems to me, that serves the human-interest ad lem of writing as you talk.

June 2, 1921

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PRINTERS' INK

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\*HERE are hundreds of reasons why you should come to Milwaukee in 1922. These are merely a few of the principal ones-

Milwaukee is first in the country as a city of varied industry. Its manufacturers are national advertising leaders.

Milwaukee-the four corners of America centralized. Centralized for Boston or Los Angeles, Seattle or Atlanta. Convenient and easily accessible for all points in between.

The Milwaukee Auditorium is the biggest and finest in the world. Hotel accommodations are excellent and adequate.

Hundreds of thousands of guests attended more than 200 major conventions here in 1920. all say we Milwaukeeans are mighty hospitable folk.

So come to Milwaukee in 1922-members of the Associated Advertising Clubs of the World. We'll offer you every facility for a business convention, to promote every progressive form of constructive advertising.

You'll enjoy a most congenial time, too. That's our promise.

MILWAUKEE ASSOCIATION of COMMERCE Advertising Council



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## The Milwaukee Journal

COR many years, national advertisers have come to Milwaukee with their printed sales messages.

Thousands of newspaper advertising campaigns have been "Tried out in Representative Milwaukee" -in The Journal.

Come to Milwaukee in 1922. This is our invitation to members of the Associated Advertising Clubs of the World.

Follow the example of national advertisers. The 1922 Convention will be as great a success as their advertising campaigns if you-

"Try it out in Representative Milwaukee"



June 2

during

2, 1921



We, of The Journal, will be happy to entertain you as our guests.

Every form of Journal co-operation will be freely given to make your convention a business achievement.

Milwaukee is the centralized city. Easy of entry from every part of the country. Hotel accommodations are excellent and adequate. All meetings can be held in the spacious Auditorium—under one roof.

Milwaukee lakes and pleasure retreats are cool and inviting.

Come to Milwaukee in 1922. Your visit will be one of enjoyment and profit.

# *The* Milwaukee JOURNAL

HARRY J. GRANT Publisher R. A. Tuanquist, Advertising Manager

O'MARA & ORMSBEE, INC. Special Representatives

New York

Chicago

San Francisco



# HANSED

MADE AUK

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NATION

CRITCHFIELD & CO.

Chicago New York Detroit Minneapolis June 2, 192.

PRINTERS' INK

147



# ECLOVES

ADE AUKEE

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June



## Come to Milwaukee in 1922

HERE in this centrally located, prosperous, active city of half a million, a genuine welcome awaits you in 1922.

Milwaukee's hospitality or convention facilities are not on trial. They're proven. The "National Shoe Retailers'" Convention last January is doubt dispelling evidence.

Profuse, pompous promises are not our lure. Just an old-fashioned, hearty welcome and a week of advertising inspiration are reasons enough for your coming to Milwaukee in 1922!



Largest Sunday Circulation in Milwaukee and Wisconsin

Largest THREE Cent Daily Circulation in Milwaukee and Wisconsin





## Still Unsurpassed

MILWAUKEE—a city which, aside from its unique triangles, squares and boulevards, has thirteen parks, three rivers and many spots of historical interest.

And its unparalleled location on the shores of the noble Lake Michigan, is the natural and picturesque gateway to America's Playground— WISCONSIN.

Seventy-five inland lakes within a radius of thirty miles, prove an irresistible temptation. Attractive highways and Electric Lines make the "Land O' Lakes" easily accessible and the delightful experiences that are surely in store for you will be decidedly profitable.

The thousands of "Pine Beaches" of the invigorating Wisconsin region, afford the world's most delightful "watering places" for summer visitors.

Remember, Milwaukee-

- a State's Metropolis, City of Industry and Homes,
- a Rendezvous of Tourists.

#### COME TO MILWAUKEE

THE MILWAUKEE SENTINEL

Morning-Evening-Sunday
Wisconsin's Greatest Newspaper



June 2





MILWAUKEE asks for the 1922 Convention of the A. A. C. of W. because it is one of the most important centers of industry and national advertising in America.

Its advantages as a convention city are well known.

It is the center of the SUMMER RESORT COUNTRY OF AMERICA.

Its large Auditorium makes possible a complete convention—displays, meeting rooms, assemblies—ALL UNDER ONE ROOF.

Its hotels, accustomed to convention crowds, are prepared to make living comfortable for the A. A. C. of W.

Milwaukee deserves the 1922 convention and is prepared to make it a success!

#### OLSON and ENZINGER, inc. ADVERTISING

MILWAUKEE



e 2, 1921





MILWAUKEE, with her 4,000 factories, foundries, shops and mills, frankly admits her eagerness to secure the 1922 Convention of the Associated Advertising Clubs of the World.

And this organization is no less eager to co-operate to the fullest extent to secure for each convention guest every personal and business benefit.

KLAU-VAN PIETERSOM-DUNLAP INCORPORATED

Advertising Merchandising
7th & 8th Floors, Manhattan Bldg.,
MILWAUKEE



Jun





# HEAR YE!

Hear ye, ad men, sometimes mad men, vote Milwaukee, '22. She's a city full of pleases, soft and balmy summer breezes—vote Milwaukee, '22.

#### HANNAH-CRAWFORD, Inc.

ADVERTISING AND MERCHANDISING COUNSEL MAYER BLDG. MILWAUKEE





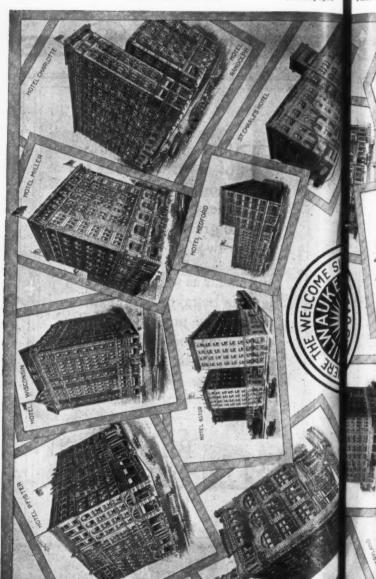
THE strongest phrases of invitation must fall short of reflecting the earnestness of Milwaukee's wish to greet you in nineteen twenty-two.

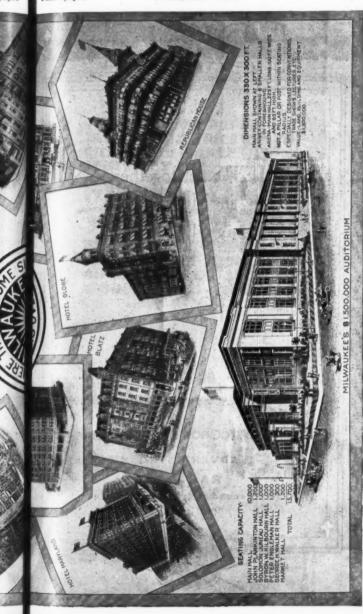
But as far as words can serve, let this be taken as an expression of the utmost cordiality of the welcome waiting you—municipally, institutionally, personally.



Burns-Hall Advertising Agency Seventh Floor, Milwaukee







lun: 2 1021

PRINTERS' INK

157



LET'S get together in Milwaukee! Think it! Talk it! Vote it for

1922

SMITH, MCCRORY & COMPANY

ADVERTISING

RACINE

The Second City in Wisconsin



1021



THE PRINTING, PAPER, AND ALLIED INDUSTRIES OF THE CITY OF MILWAKEE, REPRESENTED BY THE

# MILWAUKEE TYPOTHETAE

EXTENDS THE WELCOMING HAND TO THE ASSOCIATED ADVERTISING CLUBS OF THE WORLD———TO MEET IN







#### A Cordial Welcome

awaits you at Milwaukee—The Logical Choice for 1922 Convention.

#### A Cordial Welcome

awaits you at our Modern Mills and Box Factory. We make Highest Quality Containers and Cartons from Pulp to finished product. Be sure to visit the Home of



#### **HUMMEL & DOWNING CO.**

CAPACITY, 170 TONS DAILY

Pioneer Manufacturers of Shipping Containers

Milwaukee, Wis.





Sale

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advertising increased inducing have a characterial continuation of the continuation of

\*Issue of

# Salesmen's Course Adds to Force of Increased Advertising

Kuppenheimer Directs Ambitious 1921 Selling Effort So as to Confer Maximum Benefit on Retail Store

"B USINESS builders for a new start" is the way the House of Kuppenheimer, Chicago clothing manufacturer, describes its greatly expanded advertising plans for 1921. Kuppenheimer is going into newspapers and periodicals on a more extensive scale than ever. It will also devote an exceptional amount of attention to the proposition of building up the retailer.

Believing that the salesman in the retail store is really the one who can make or break an advertising campaign, Kuppenheimer has extended its already ambitious training work in that direction to make it now a complete course in retailing clothing salesmanship. PRINTERS' INK has already told about Kuppenheimer's work among salesmen. A recent account appearing in these pages\* announced a forthcoming development of great importance. Since that time the need of the very best kind of store salesmanship has become so apparent that the plans were enlarged considerably beyond the original lines.

original lines.
"We believe," said a member of the Kuppenheimer advertising department, "that the retail customer from now on will be a far more critical judge of values than ever before. He will be harder to convince and more difficult to influence. He will judge the store by the words and actions of the salesmen, and this means that the selling staff must be more active, energetic and able than ever be-fore. If not, then the general advertising we are doing and the increased local advertising we are inducing the dealer to do will not have a chance to work out to its natural capacity."

The course of instruction has been assembled in twelve lectures which will be sent separately at regular intervals. The course may be used for either individual or group study. If there are as many as four or five men on the sales staff, it is suggested that a club should be organized and meetings held at regular intervals. The lectures will cover the following subjects:

Yourself.

Awakening the customer's ininterest.

The selling process.

Leading the customer by suggestion and tact.

Treatment of types.
Studying the customer.
Selecting the right merchandise.
Selling more goods.
Knowing the goods.
In tune with the advertising.

Service.
Review.

Each lecture will be supplemented by instructive articles elaborating on various phases of salesmanship and giving important facts regarding fabrics, textile manufacture and other things that a well-informed salesman should know.

#### COURSE FITTED TO THE MEN

The course will be based on the principle that the average salesman knows the general principles of handling trade and does not want to be treated as a beginner. Its purpose is to build upon the knowledge he already has and to give common-sense suggestions for self development.

Each man taking the course will be expected to enroll just as he would in any other mail-order instruction proposition and pay a fee of three dollars in advance. The fee is exacted for psychological reasons. The salesman is supposed to pay it to his employer and then Kuppenheimer will bill the employer for the amount.

If the owner of the store so

<sup>\*</sup>Issue of December 2, 1920, p. 121.



Means Perfect Printing Plates coupled with unfaltering service.

Premier Engraving Co.



Knitted Outerwear

321 Broadway

New York

desires, he may refund the three dollars to his salesmen as soon as they have completed the course satisfactorily. But he must let the men pay for it in the beginning. This ruling is made on the basis that if a man pays for the course out of his own pocket and then has the amount refunded to him for good work in studying, he has a greater appreciation for the course and what the retailer has done for him.

Lessons must be prepared and examinations passed on each lec-Then Kuppenheimer will ture. give prizes ranging all the way from \$50 to \$250 for the best rec-

ords made. In the advertising to be done by the local retailer much attention will be given to outdoor mediums, Provision is made for wall signs. steel road signs, electric signs and The posters are of the posters. full twenty-four sheet size and a new one is sent the retailer each month during April, May and June.

An automatic mailing list card system will be supplied any retailer free of charge. Kuppenheimer believes in much direct-by-mail advertising, but has found that a considerable portion of it has been dissipated through the wrong kind of mailing lists. From now on the mailing list feature must be looked after carefully.

#### California Has Law Requiring "Seconds" to Be Marked

Governor Stephens of California has signed a bill which requires that second-hand, defective or imperfect merchan hand, defective or imperfect merchandise be so designated when advertised in that State. The law, as it was enacted, has been tried out as an ordinance in the city of San Francisco, and a similar requirement had been adopted in Los Angeles.

The law was especially desired to curb the activities of "gyp" tire dealers, who sold repainted tires as new, and jewelers who had made a practice of equipping new watch cases with worn movements and selling them as first-class watches.

Californians claim the honor of being

SCI

JUNE

WOOL

Californians claim the honor of being first to enact such legislation. It was actively supported by the advertising clubs of the state.

Fred L. Hall, San Francisco, has been appointed to represent the Fresno, Cal., Herald and Republican and the Merced, Cal., Sun.

which will be sent separately at \*Issue of December 2, 1920, p. 121.

then Kuppenheimer will bill the

employer for the amount. If the owner of the store so

PRINTERS' INK

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WE ARE PLEASED TO ANNOUNCE THE APPOINTMENT OF

### PAUL F. JACKSON

TO THE POSITION OF ADVERTISING MANAGER OF SCIENTIFIC AMERICAN

SCIENTIFIC AMERICAN PUBLISHING CO.

SECRETARY

JUNE 1st, 1921 WOOLWORTH BLDG., NEW YORK

2, 1921

June 2, 1921

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# Facts about PRINTERS' INK

Advertising agents used 74558 pages in Printers' Ink during 1920 to advertise their own services. To get the ear of advertising agents, why not use their own favorite advertising medium?

We now have 207,400 index cards in our Research Department. These cover every subject that has been treated in PRINTERS' INK for the past eleven years. Over 300 requests for information are handled in this Department in a single week.

Business papers recognize the value of advertising in PRINT-ERS' INK to help increase their patronage. They bought over 64236 pages during 1920.

.

Every issue adds about 400 cross references to our Research Department index. PRINTERS' INK has earned the title of the "Advertisers' Encyclopedia."

Many a campaign is based on advertising and merchandising information that has appeared in PRINTERS' INK. Advertising Agents use our Research Department as an integral part of their organization.

Our latest A. B. C. report shows that PRINTERS' INK's circulation is greatest in the advertising sections of the country. Study these figures when planning your advertising campaign to reach business and advertising executives and advertising executives and advertising agents.

J. F. Bresnahan, vice-president,
American Chicle Company
says: "I have to read PRINTERS' INK and believe that any
man presiding over an advertising appropriation, big or little,
must read PRINTERS' INK.

Many advertising campaigns are made up during the summer months. Advertise aggressively now for a good share of this business.

The bulk of the Southern Newspapers Publishers' Association appropriation is invested in space in PRINTERS' INK. W. C. Johnson, Secretary of the S. N. P. A., says they are getting a tremendous lot of mail inquiries about sales and conditions of the South as a result of this campaign.

Magazilies were represented in PRINTERS INK to the extent of 9 pages a week during 1920,

176236 pages were used by Agricultural papers bought 347 newspapers in PRINTERS' INK pages in PRINTERS' INK last during 1920, an increase of more vear—an average of over 6

during 1920, an increase of more than 42% over the previous newspapers in PRINTERS' INK 176236 pages were used

subscribes for 36 copies, N. W. ten Company 17, J. Walter Thompson Co. 28, Calkins & Holden 12 and most of the other leading agents subscribe Ayer & Son 40, George Batadvertising scriptions among advertising agents. H. K. McCann Co. A salesman may call on one man in one of the leading agencies, but how about the seven or eight others in the organization who will have a say as to the list of mediums to be used in a given campaign? Here is where PRINTERS' INK gets in its fine work. The A. B. C. 1920 shows 1,659 paid subreport for the last six months of for 4 to 6 copies.

pages in PRINTERS' INK last year-an average of over 6 Agricultural papers bought 347 . . . . pages a week.

cluding everybody in the company, who can possibly influence, many other concerns where our circulation books show only one or two subscriptions we actually have eight or ten readers, in-Who reads PRINTERS' INK? INK was routed, including the ments who naturally have a say as to what mediums their addirectly or indirectly, the ad-A routing sheet used by Lyon President of the Company and all the members of the firm. The others are heads of depart-& Healy shows the names of twelve leading executives of this large corporation to whom a particular issue of PRINTERS' vertising is to appear in. vertising appropriation.

Magazines were represented

conditions of the South as a

vertising executives and adver-

tising agents.

patronage. They bought over

6423% pages during 1920. .

result of this campaign.

Recently we took a block of 2,338 cards from our subscrip-PRINTERS' INK to the extent of 9 pages a week during 1920, the total pages being 466.

tion file and classified them by 19.8% were Presidents. occupation. This showswere 5.2%

Advertising 8.9% were Secretaries 15.2% were Managers. and Treasurers. 28.7% were dents.

12.6% were Sales Man-9.6% were Miscellaneous Managers. Executives. PRINTERS' INK usually goes to the man in the concern who shapes the sales and advertising policy of his company. Facts about PRINTERS' INK

#### out of 1700 knitted OUTERwear mfrs. only 16 are persistent "national" advertisers!

The job of teaching advertising to a \$300,000,000 industry (which has grown with practically no adv. aid, by

reason of the economy, serviceability, and genuine necessity for its products) -is one which requires the ACTIVE co-operation OF EVERY FACTOR IN THE AD. VERTISING FIELD.

I am running this advertisement personally, in order to make clear to those in the advertising field who are constructive-who want to help create new national advertisers in a field which is virgin and which is eager to capitalize the tremendous sales power of advertising with this fact: that the whole object of my work is to create new and practical users of every form of profitable media for the purpose of getting more business for the 108 manufacturers for whose advertising activity I am responsible.

The most remarkable experience that I have ever had during my 20 years in the business of "getting more business" for manufacturers has been during the last four months' work for the campaign which I created for the KNITTED OUTERwear INDUSTRY (Knitted OUTERwear includes everything intitled, escepting underwear and hostery, Over seven hundred different garments and items). The newspaper advertising managers, the editors of newspaper woman's pages

the editors of newspaper woman's pages and the editors of women's magazines, have all without exception rendered me remarkable and constructive assistance.

When you consider that the appropriation asked for from each manufacturer is only ONE-TENTH OF ONE PER CENT -\$100 on each \$100,000 worth of business done annually, and that this campaign takes money from the advertising appropriation of only 1% of this industry, who are national advertisers-16 of themthere is every reason why I should get the hearty co-operation of advertising agencies also.

To be of profitable assistance to any manufacturer of knitted merchandise to whom any advertising agent may be successful in selling a PRACTICAL plan—this office will go to the extreme limit to be constructively helpful.

(Please note the emphasis on the "PRACTICAL.")

Also note this-although this office has spent less than \$40,000 in the last four months-this industry is the only one in which there is absolutely no unemployment of skilled labor-in which the wage scale is firm, and in which many of the factories' entire production is sold up to September. In other words, the industry is within 5% of normal production and the merchandise is moving to the merchant, and off the merchant's shelves.

To anyone who is entitled to the information, the writer will gladly explain how this office can be of assistance toward

(1) increasing the volume sales of Knitted OUTERwear manufacturers and

(2) helping the retail merchant to move Knited OUTERwear off his shelves.

This campaign is not merely the "usual association effort," but it is a concerted, solid movement for the purpose of stabilizing the demand for and use of merchandise that is the most economical and at present the most demanded of any staple on, or in, any market with the possible exception of food and drugs.

A letter on your firm's letterhead, signed

by an officer, will receive prompt attention.

#### the National Advertising

of the knitted Dureau OUTERwear industry

1518 flatiron building, New York

"Ask the manufacturers served by this Bureau" (with apologies to Packard)

Ashland 7734

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#### Classified Advertising Managagers to Meet

The Association of Newspaper Classified Advertising Managers will hold its second annual meeting at the convention of the Associated Advertising Clubs of the World in Atlanta, June 12 to 16. 12 to 16.

This association has a membership consisting of the classified advertising managers of about fifty daily news-

managers of about fifty daily newspapers.

The programme for this association meeting is as follows:

"Rates the Foundation of Classified Revenue," C. W. Nax, classified advertising manager, St. Louis Globe-Democrat, chairman; "The Importance of Typography and Make-up in Building Volume," G. N. Gunderson, classified advertising manager, St. Paul Dispatch and Pioneer Press, chairman; informal discussion, analysis and comparison of advertising forms, R. H. Wildman, classified manager, Baltimore Sun; "Classified Advertising as an Advertiser Sees It," speaker not assigned; "Develored." "Classified Advertising as an Advertiser Sees It," speaker not assigned; "Developing the Foreign Field," John L. Irvin, classified advertising manager, Des Moines Register and Tribung, chairman; "The Most Successful Business-Building Idea or Selling Plan I Ever Used," speaker not assigned; informal discussion, analysis and comparison of building and collection methods, C. O. Johnson, classified advertising manager. building and collection methods, C. O. Johnson, classified advertising manager, New York Herald; "Classified Advertising as the Publisher Sees II," speaker not assigned; "Selling More Classified Advertising Over the Telephone," W. W. Murdock, classified advertising manager, Detroit News, chairman; "Increasing the Business of the Street Salesman," Harry Gwaltney, classified advertising manager, classified advertising manager. Business of the Street Salesman," Harry Gwaltney, classified advertising manager, Milwaukee Journol, chairman; informal discussion, analysis, and comparison of methods of keeping records, C. T. Hardin, classified advertising manager, Columbus, O., Dispatch; "Classified Advertising as the Readers See It," speaker not assigned, and "Classified Advertising Promotion and Publicity," H. G. Barringer, classified advertising manager, Indianapolis News, chairman. manager, Indianapolis News, chairman.

#### Executive Finds Company Profit in "Printers' Ink"

RHODES METALLIC PACKING CO., INC., Shreveport, La., May 20, 1921. Editor of PRINTERS' INK:

I have just read the article in PRINTERS' INK for May 12, "When Salesmen Get the Blues," by W. H. Heath.

I wish to tell you that as a sales manager, I have gotten a great deal of good out of this article. Mr. Heath certainly struck the right note when he wrote it.

Keep the good work up. R. P. Bennett, Vice-President.

#### Atlas Powder Headquarters in Wilmington

The offices of the Atlas Powder Co. have been moved from Philadelphia to Wilmington, Del.



#### THE FARM MARKET

Let me tell you something about the buying power of the farmerrepresenting onehalf of our Nation's business. It's my specialty.

The farmer is the greatest wealth producer of our Nation. The Farm Market offers great opportunities for expanding trade to those who will go after it in the right way. Increase your

#### Business in the Country

It is safe and sure. Let's make an appointment and talk it over. More than a quarter of a century "At It." Write or phone, STATE 4590.

#### FRANK B. WHITE

Agricultural Advertisers' Service 76 West Monroe Street, Chicago, Ill.



## Sales Executive

I have supervised the selling work of from 15 to 150 men; am thoroughly experienced in recruiting, instructing and managing salesmen, and with modern sales methods. Have sold by mail in nearly every country of the world, and personally from coast to coast.

Thoroughly familiar with district manager and field work; skilful sales correspondent.

I am forty; American-born; married; university and business college graduate; have had 15 years' experience in sales-executive work. Absolutely clean record; ample references. Available July 1st. \$6,000.

Address "R. A.," Box 270, PRINTERS' INK.

# OPENING FOR Copy Man on Clothing Account

Western agency handling leading national accounts on men's clothing, knit wear and kindred lines, wants live man for copy and service.

Requirements: must write strong, virile copy; understand merchandiaing; dealer co-operative work; be able to werk harmoniously within an organization.

Man we want is now in advertising department of national advertiser or in agency where he has had close contact with account. Age, not over 35 preferable.

Young, growing agency. Big opportunity for man who is not too far advanced. Give us complete facts and references in first letter.

Address "N. E.," Box 275, care of Printers' Ink.

#### How to Sell Employees on Working for Smaller Pay

(Continued from page 8)

the sincerest wish to get things adjusted so that both capital and labor could go ahead mutually on a more profitable basis.

With great concerns like these standing like a rock in favor of an absolute square deal for capital and labor, standing for the kind of an open shop that really means an open shop, the outlook for a favorable adjustment of the present troubled labor situation seems vastly more promising than it does when one contemplates the fighting tactics now being pursued by other groups of manufacturers.

"The trouble with many of the contests in behalf of the so-called open shop," a Harvester official said to PRINTERS' INK, "is that they really are fights against labor unions. In our plants the real open shop principle prevails. A union man has the same rights here as anybody else. There is nothing in our industrial council proposition to keep a man out of a union or to interfere with his privileges of membership in any way. He gets an absolute square deal, which is just what he should get."

In the tri-cities, Moline and Rock Island, Ill., and Davenport, Ia., there is now in progress a fight for an alleged open shop proposition like the one spoken of by the Harvester man. The main employers of the three cities have banded together in what is really a central employment agency. If a man gets in bad at one place he is automatically shut out in another. He may be discharged for union membership or other causes.

Similar conditions may be seen in St. Paul, Indianapolis, Detroit and other cities.

Labor experts connected with the International Harvester and Standard Oil companies tell PRINTERS' INK that this policy, while perhaps a natural outgrowth of the high-handed tactics pursued by labor unions during the last few

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2, 1921

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d il h d I take pleasure in announcing

the appointment of

KENNETH W. PAYNE

as Editor of the

POPULAR SCIENCE MONTHLY

Effective June 1, 1921

Decreson

Popular Science Monthly 225 West 39th Street New York

Western Office Tribune Building Chicago, III.

#### AN ADVERTISING MAN

We are an established Manufacturer of Food Products, Toilet Preparations and other Household Specialties and sell direct to the Consumer thru Canvassing Agents.

We want an ambitious young man, experienced in merchandising thru Agents, to handle our Adver-tising Work, such as looking after our Advertising, Circulars, Cata-logs and to carry on and originate selling plans, etc.

We want a man who is willing to start at a nominal salary and show us his worth. This is a splendid opportunity for the right man to work himself up in a growing busi-

ness and make himself a valuable part of our organization, where ability will be quickly recognized. In answering state who you are,

what you have done and why you believe you are qualified for the position and all such other information that will enable us to decide whether or not you are the right man for the position, interview will be arranged. plies confidential.

Address "B. H.," Box 274, care of Printers' Ink.

> DO one thing & do that well. We putadvertisinginto type; we believe we do it well. Our customers think so too. Phone FITZ ROY 2719

Ady Agencies' Service Company Typographers

209-219 W 38: NEW YORK

Rates and circulation of publications, mailing lists of importers, jobbers and retailers. Full agency service.

MID-CONTINENT Advertising Agency Dallas, Texas years, is something that is sure to breed increasing discontent and that promises no end of trouble for the future.

Some of the country's hardest headed business men, who by no stretch of the imagination can be accused of being sentimental, idealistic or hysterical, have said to the writer that unless more large employers do as the Harvester and the Standard Oil companies have done, the country is in for some serious conditions that they do not like to contemplate.

It all simmers down to an advertising proposition of selling the employees on the company.

And, as Mr. Young of the Harvester company has said, ninetyfive per cent of the American workmen are fair and willing to be shown.

#### Matthew DeWolf Hanrahan with New Investment House

With New Investment House
Matthew DeWolf Hanrahan, who
served on the First Liberty Loan Committee as vice-chairman of the advertising division, and later succeeded
O. C. Harn as chairman, has become
secretary and treasurer of Whitney,
Cox & Co., a recently organized investment house of Boston.

During the war Mr. Hanrahan also
served as one of the five men on the
executive division of the Committee on
Public Information. When this Committee was dissolved he went with the
United States Treasury Department as
a Director of the War Saving Committee under Frank Vanderlip. In October,
1918, he became an advertising director 1918, he became an advertising director on both Liberty Loan and War Savings which he held until the armistice.

#### Leo H. Weisbard with Stevenot & Co.

Leo H. Weisbard has been made advertising manager of Charles J. Stevenot & Co., New York, gelatine, cocos, flavors and extracts. Mr. Weisbard was formerly assistant to the advertising manager of The Fairbanks Company, scales, valves, etc., New York.

#### "Wheat Growers Journal" Makes Appointment

The Wheat Growers Journal, Wichita, Kan., has appointed Miss Rose King, formerly of the advertising department of the Wichita Eagle, advertising diof the rector.

Sidney B. Egan, formerly of the Egan Company, Chicago, is now a member of the Chicago staff of the Potts-Turn-bull Advertising Agency, Kansas City. sure to it and trouble

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# Marketing Research in Great Britain

European Trip

Brass - tack information in the form of a Report on Marketing conditions affecting the sale of the product in Great Britain is our first tangible service to clients.

Does it appeal to you as your first step toward the British Market?

# SAWARD, BAKER & CO

ADVERTISING AND MERCHANDISING SERVICE 27 Chancery Lane, London, W.C.2

Members of the Association of British Advertising Agents (Inc.)

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# PRINTERS' INK

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

Founded 1888 by George P. Rowell
PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCHE.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., KIRK TAYLOR, Manager. Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, W.R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. Dunne, Manager. London Office: 233 High Holborn, W. S. Crawford, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates; Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified \$5 cents a line, minimum order \$2.75.

JOHN IRVING ROMER, Editor FREDERICK C. KENDALL, Managing Editor JOHN ALLEN MURPHY, Associate Editor KOY DICKINSON, ASSOciate Editor R. W. PALMER, News Editor

C. P. Russell
Roland Cole
Roy W. Johnson

C. B. Larrabee

Chicago: G. A. Nichols London: Thomas Russell

#### NEW YORK, JUNE 2, 1921

High Prices and the Retailer's Rental

A recent article in PRINTERS' INK showed that there is a decided relationship be-

tween high rents and slow sales. People are paying out such a large percentage of their income for rent that they necessarily have to buy less of other things. That this is true is common knowledge. The normal purchasing power of the rent-paying classes will not be restored until rents drop to such an extent that twenty-five per cent or less of a family's income will be sufficient to house it adequately.

There is another phase of this question, however, that is just beginning to win the recognition to which it is entitled. That is the effect of high rentals on the retailer's cost of doing business.

These also, in many instances, are out of proportion to the size of the business. And to that degree they are a contributing cause to high prices.

In the old days the retail merchants' rent ran from less than one per cent to about five per cent of his sales. From three to four per cent were common figures. Some of the chains set six per cent as a dead line, beyond which they could not afford to go.

Since 1915 retail rents, like every other kind of rents, have been steadily advanced. has been much speculation in leases. Real estate operators have rented stores for long terms and then threatened the present occupants with dispossession unless they would sub-lease at a huge figure. Many men have made a business of that sort of thing. Then, too, the growing importance of the value of location in retailing has caused terrific competition for the best sites. blocks on Broadway in New York are occupied almost entirely by chain stores. Naturally the rivalry for such locations is keen and the rentals have been boosted accordingly.

While business was going at top speed, high rents did not figure appreciably in the cost of doing business. Though the rents went up enormously, the increase in sales more than offset the augmented rent. Despite increased rents, some stores actually showed a decrease in the percentage of their rent to sales.

Under the optimistic influence of these conditions, thousands of retailers tied themselves up with long-term leases. Now that the volume of sales is declining, these merchants are in a sorry plight. Instead of a three or four per cent rental, they find themselves with one that runs as high as nine or ten per cent in some extreme cases. The average is entirely too high.

The situation will probably liquidate itself in time. These retailers will have to increase their sales, get their rents reduced or go out of business. No business

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can succeed that is permanently burdened with a rental that is excessively out of proportion to the sales possibilities of the location. That is a fundamental principle that it would be well for manufacturers to instil into the consciousness of their dealers at every occasion. What will avail all our retail promotion work if high rents are undermining the structure we are so laboriously building?

The Futility
of Buckpassing
retailers are not doing their share
in the readjustment of prices to
a lower level seems to have caused
a renewed outburst of buck-passing. Charges and counter charges
are being bandied about between
retailer and wholesaler, and between wholesaler and manufacturer.

All this is more or less futile. The retailers are no doubt quite right in objecting to being thus criticised as a body and in pointing out that there are some manufacturers and jobbers who are not without guilt. But even if it were possible to agree on any one class of business men as the chief "goats," little good would be thereby accomplished.

The trouble seems to lie in the fact not so much that prices are still high, but that they are chaotic; which is another way of saying that some manufacturers, wholesalers and retailers have made reductions to correspond with the decreased purchasing power of certain elements of the public, while other manufacturers, wholesalers and retailers have not.

It is pretty generally agreed by now that a new level of stabilization will not be arrived at until the consumer has had his confidence restored. But can the consumer be expected to resume his purchasing freely as long as a condition described by J. F. Bresnahan, vice-president of the American Chicle Company, prevails? It will be remembered that in a letter to Printers' Ink. ap-

pearing in the May 12 issue, Mr. Bresnahan called attention to the fact that his "favorite toothpaste is priced differently at four stores in two blocks."

Furthermore, the recent experiences of an average shopper as set forth by a member of PRINT-ETS' INK editorial staff under the title of "Your Prices to Me," show that the consumer who gets quotations from several different places before buying, soon finds himself in a state of bewildered uncertainty as regards prices.

The best way for the retailer to clear himself in the eyes of the public would seem to be to follow some such advertising method as that adopted by the Piggly Wiggly Stores, the Owl drug stores of the Pacific coast, and the L. W. Rogers grocery stores of Atlanta, Ga., all of which, as described in recent issues of Printers' Ink, have brought new customers to their doors by citing the present purchasing power of the dollar as compared with that of a year ago, in relation to specified articles.

That method will soon show whether or not a retailer is trying to maintain unreasonable prices.

Van Raaite
Laughed Last
tising world has lost another man
who had the courage to carry out
his ideas despite the scorn of
scoffers. The "it-can't-be-done"
crowd gave him the merry ha-ha
when he first suggested that veils

"The very idea that a large business could be built up on domestic veils is ridiculous," tittered the knowing ones. "Women who can afford to wear veils naturally want imported ones. Anyway, veils are style or fad merchandise, and who ever heard of such things being advertised successfully?"

could be advertised.

But the Van Raalte brothers had the last laugh. Despite all the dire predictions, E. & Z. Van Raalte were able to build up a high-class veil industry in this country. There was no machinery for veil making in the United

States. There were no trained operators. Both had to be obtained from abroad.

Then a demand for Americanmade veils had to be created. A way to trade-mark veils had to be worked out. The fad idea had to be overcome and the wearing of veils made a habit. An advertising method had to be found that would bring about these things.

The Van Raalte advertising did accomplish these purposes. It built up a business that vastly exceeded the most hopeful expectations of the brothers. It made veils and veilings such an important item that many dry goods stores started departments devoted exclusively to these articles. It opened a market for American veils in foreign countries.

The lesson to be learned from Mr. Van Raalte's career is that most so-called unadvertisable products can be advertised if the problem is analyzed deeply enough. Few businesses are so peculiar or so inherently inert that advertising cannot do something to give them a more conspicuous place in the merchandising sun.

The National Railway Association of Rates and Manufacturers. Lost Markets whose annual convention held recently in New York, is making no mistake in considering the railroad problem as of fundamental importance with regard to the present and the future welfare of American business. Indeed, it is becoming more apparent every day that the whole problem of rate-making ought to be restudied from a constructive rather than a corrective viewpoint. The old system of "what the traffic would bear" had its obvious disadvantages, but it did roughly apply merchandising principles in its operation. It did not dry up traffic at the source by establishing a transportation cost so high that the market could not absorb the goods.

That, it would appear, is one of the conspicuous effects of our present method of rate-making.

Herbert Hoover, in requesting an enlarged appropriation for the Department of Commerce, points out that our exports have de-creased a full 50 per cent in the past six months as against a decrease of only 35 per cent in exports from Great Britain. We are losing ground in foreign markets because our costs are too high. and no secret is made of the fact that the latest blanket increase in railroad freight rates is one of the large contributing causes. The case is cited of a small town in Texas whose main industry was the manufacture of cottonseed cake. which was shipped to Holland and Denmark for use as food for live Upon the increase of stock. freight rates, however, it became cheaper for stock growers abroad to feed domestic products; a local industry was practically wiped out for the time being at least, and the railroads lost many carloads of traffic to tidewater. That is an isolated instance of what has been happening to business and to the railroads on an extremely wide scale.

Nobody advocates a return to the old days of secret rebates and cut-throat competition. But the methods of those days did at least take into consideration the requirements of the market in which the goods were to be sold-a factor which, under recent theories of rate-making, has been more and more obscured. We may be hanged for heresy, but we believe that a knowledge of "what the traffic will bear" is absolutely indispensable as a preliminary to the establishment of a freight rate, just as a knowledge of what the market can afford must precede the fixing of prices for washing machines or suits of clothes.

#### Lyons Fair in October

The Lyons Fair, autumn meeting, will be held in Lyons, France, October 1 to 15. This fair which is held for the promotion of international trade is under the patronage of the President of France and the Minister of Commerce and Industry of that country. The representative of the Lyons Fair in America is Emile Garden, who has his headquarters in New York.

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# IS YOUR SALARY \$20,000?

cor.

Ir so, dictating a 3-minute letter costs about 54 cents. And taking and transcribing that letter costs about 23 cents. There goes 80 cents without counting postage. The paper in that letter may have cost less than half a cent. It couldn't cost more than a cent.

You may be sending out your 80-cent letters on paper costing one-tenth of a cent. But probably you are using better paper than that.

Anyway, Crane's Bond, a paper so good that it is used for government bonds all over the world, would not add half a cent to the cost of your letters.

It is respectfully submitted that CRANE'S Bond is not too good to carry the letters of a \$20,000 man.

100% selected new rag stock 120 years' experience Bank notes of 22 countries Paper money of 438,000,000 people Government bonds of 18 nations

Crane's

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ing,

# Farm Mail List

# -for sale

Our plans have changed un-expectedly. We no longer sell to farmers by mail. Can you use our list?

We're mighty proud of it. Can't buy one like it any-where. Hand-picked from advertising inquiries, buyers of big equipment, pure-bred stock breeders, names sent by customers. Cost us \$4486.00 to complete.

The 381,000 most progressive farmers in the country. A wonderful market! own returns ran 3% to 10%. These names are buyers.

Want to dispose of the list quickly. What will you quickly.

For particulars address "C. S.," Box 278, care of Printers' Ink.

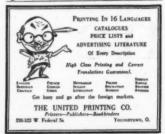
## Sell Your Space Without Overhead

A publisher's representative of unusual experience and acquaintance wishes to represent high-grade trade or class publication, with large possibilities in Eastern or Western Field.

Prefer straight commission. No salary or drawing account required.

Highest references. Address

"F. K.," Box 276, Printers' Ink.



#### The Publisher's Dependence upon the Agency for Truthful Copy

"The obligation of an advertising agency to the publisher," Successful Farming, Des Moines, Ia., says in its house organ, "How to Co-operate," "does not altogether end with the supplying of cuts and copy and the payment of

bills.

"The publisher depends on the agency to a very large extent on all matters pertaining to the reliability, responsibility and honesty of the people whose copy the agency furnishes.

"The publisher has a right to expect that no reputable agency will offer him business from an advertiser who cannot be safely recommended to the readers of his paper.

"When any agency habitually or continuously or repeatedly furnishes copy from advertisers who do not keep their promises to buyers, it is time for the

promises to buyers, it is time for the publisher to seriously consider whether or not that agency's contribution to the

or not that agency's contribution to the good of advertising justifies the payment of the differential, or agency discount. "Whether the reason for the advertiser's failure to keep promises lies in his dishonesty or his carelessness or his financial inability, the publisher is entitled to expect from the agency protection against the liability involved in recommending such a man to his readers. "It is fortunately true that with very few excentions advertising agencies the

few exceptions advertising agencies take just this view of the situation. But under the somewhat abnormal condi-tions under which we are all doing business, the publisher owes a rather special obligation to his subscribers to protect them against the possibility of broken promises on the part of advertisers, and needs the special co-operation of advertising agencies along this line."

#### Andrew L. Tisch with Pittsburgh Company

Andrew L. Tisch, who for some years was engaged in automobile advertising work in Detroit, has joined the printing service department of the A. W. McCloy Company, Pittsburgh.

# VREDENBURGH-KENNEDY CO. ADVERTISING

171 Madison Ave.

**New York** 

Advertising in All Media Personal Attention **Small Accounts Developed Merchandising Cooperation Prompt Efficient Service** No Obligation Consult Us

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SEVERAL years ago our organization had a vital need for a man of real ability in sales, sales promotion and advertising—in general, a man thoroughly experienced in merchandising.

We spent considerable time interviewing men who didn't quite measure up. Then we got in touch with a man who had not only the experience but the ability to organize and direct this work. We induced him to come with us and, since that time, he has fully justified our confidence in him.

Developments have now influenced us to reorganize. It will change the character of our business, and as we can no longer use him to his full extent he has decided to make a change.

Because of his good record in his field—covering a period of 14 years and the fact that he has so capably handled his work with us, coupled with the genuine loyalty, which he has manifested from the start, I am, personally and officially, recommending him to any live concern who needs a high-grade man of this type.

I shall be glad to give you any details regarding him upon request.

Please address replies to President of New York Corporation, Box 273, care of P. I.

# The Little Schoolmaster's Classroom

A N advertisement of Revillon Frères, fur merchants, which appeared recently in the New York newspapers furnishes an excellent lesson in advertising illustration.

The Schoolmaster reproduces this simple little advertisement and suggests the following experi-

ment to the Class:

of this little picture in a vertical strip of white space made the advertisement, measuring only five inches by two columns, stand out on the newspaper page, though there were other and very much larger advertisements on the page.

larger advertisements on the page.
This advertisement is an excellent illustration of the truth that it isn't size but skill that counts

in planning advertising illustration.

# Revillon Frères

#### SCARFS

Natural Russian Sables 1 skin \$175.00

2 skins 295.00

Natural Hudson Bay Sables

1 skin \$ 85.00 2 skins 135.00

Natural Baum Marten

1 skin \$ 58.00 2 skins 98.00

Natural Stone Marten

1 skin \$ 35.00 2 skins 65.00

5th Avenue at 53d Street. New York

A NEWSPAPER ADVERTISEMENT, UNPRETENTIOUS, BUT EXTREMELY WELL BALANCED

Place your thumb over the little cut and see how uninteresting the advertisement looks. Then take away your thumb and note how that simple little picture of the trapper's canoe with its crude little sail adds interest and action and the atmosphere of fur gathering to the advertisement. It makes the furs seem more real, and it reminds one that Revillon Frères have their own trading posts in the great Northland. Furthermore, the skilful placing

\* \* \* The printing of testimonials is one of the oldest and most respected forms of advertising, but sometimes an argument arises as to whether or not it is still effective. There are some who contend that the testimonial is an outworn method. Much. however, depends on the nature of the testimonial.

The Schoolmaster recently came across one in London Punch that was so different from the usual that it made the entire advertisement stand out with unsual strength. It was by The Chatwood Safe Company, an English concern, which reprinted a letter received from Buch a re st. Roumania.

relating how seven burglars had broken into the office of a petroleum refinery, stolen the safe, and carried it to a river bed nine miles away, where they hid it in the sand and gravel. The letter went on to relate that the gang had spent seventeen days trying to open the safe, without success. Eventually it was recovered and skilled mechanics who opened it found the contents intact. A photograph of the thieves was reproduced, showing the gendarme

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# Oplex Signs Make Store Fronts Seem Larger

FLEXLUME Oplex Electric Sign at the door not only lends a touch of distinction, a suggestion of quality, but it actually makes the store front seem larger, the business more important. This is something to think about when choosing the sign's for your branches and dealers.

Flexlume Oplex Signs are the kind with the raised, snow-white glass letters. They are perfect day signs as well as electric night signs. They have greatest reading distance, lowest upkeep cost, most artistic designs. Any trademark can be perfectly reproduced in the raised, Oplex glass characters.

Let us send you a sketch showing an Oplex Sign to meet the particular needs of your business.

# The Flexiume Sign Co. ELECTRICAL ADVERTISING 32 Kail Street, Buffalo, N.Y.

Pacific Coast Distributors Electrical Products Corp. Los Angeles, Cal.

Canadian Factory The Flexlume Sign Co., Ltd. Toronto, Ont.

Ji

Quality

Craftsmanship

Service

JOHN S LEWIS COMPANY
Distinctive
Typography

Telephone Worth 2209 8 Reade Street New York City

ASHLAND 7652

# BOURGES SERVICE PHOTO ENGRAVERS NEW YORK CITY

OFFICE - FLATIRON BLDG-175 FIFTH AVB

# CUTTING THE COST of Publication Printing

is an easy matter with the very newest labor-saving equipment and an up-todate printing plant. Let us estimate on your publication and be convinced.

THE DRUCKER PRINTING CO. 133 Mercer Street, New York City

'Tis Knowledge to Knew Where Knowledge is.

ASK The Search - Light Anything You Want To Know - Four healors organism-cellable in formation. For donestropy and the construction of the constru

Founder-President and Executive Chairman-Francis Trevelyar Miller, LL. D., Litt. D. 450 Fourth Avenue, New York. Editor-in-Chief

# The NOTION and

The leading trade journal in the world devoted exclusively to Notions, Novelties, Fancy Goods, Art Needlework, etc.

1170 Broadway

New York

# **Publication Printing**

Let us estimate on your daily or weekly newspaper

ELORE UNION PTG. CO. 33 First Street New York City in charge, and the caption said: "These Seven Burglars Failed to Open The Chatwood Safe in Seventeen Days."

This example shows how futile it is to condemn any form of advertising as outworn when at any moment something may come along which will give it new freshness and meaning.

"Too many copy writers aspire to be the O. Henry of the advertising pages. The short story form is being abused. It is being used to sugar-coat selling facts that should be related in some other manner. Worst of all, it neglects facts."

A star copy man of the old days, who was one of the first to use the short story form for advertising copy, and who now guides the fortunes of a successful advertising agency, made this statement to the Schoolmaster.

"Read this form letter! Wait! Before you read it let me tell you

"Six years ago four business men, in which number I was included, were having lunch at a restaurant about two blocks from this office. We were all at an age when men are much concerned with their health. One of the party, a publisher, suggested that a gymnasium which was solely concerned with the business man would lift these worries from our shoulders while our girth was being reduced. There was no gym

### EXPERIENCED EXPORT MAN

with over twelve years' training as executive, traveling abroad, Manufacturing, Advertising, and speaking five languages, desires to make connection with responsible firm as Manager of Exports or as traveling man in foreign countries. Highest references.

Address

EXPORT ADVERTISING AGENCY.

TRANSPORTATION BUILDING, CHICAGO, ILL.

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2, 1921

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gives value. Only a good envelope can do that. It must fit

An envelope

harmonize be strong -- secure be properly designed be well made be well printed

That's the kind of Envelope we make.

The Ontario Chart of Special Envelope Styles will serve to acquaint you in some detail with the specific kinds of envelopes we make. The second edition is ready for distribution-send for it.

# Ontario Company

2340 West Van Buren St ~ Chicago Telephone West 2650

Makers of Better Envelopes



We'll be there-



Where? in Atlanta of course

JUNE 12th

STANDARD SLIDE CORP. 209 W. 48th St., New York

Les Angeles-The largest city in the West

# EVENING

The largest daily circulation in the West MEMBER A. B. C. Government Circulation Statement April 1, 1921

It grows just like Los Angeles. The Evening Herald goes into practically every home—covers the field completely.

REPRESENTATIVES
New York: Chicago:
Herbert W. Moloney, G. Logan Payne Co.,
604 Times Bidg. 432 Marquette Bidg.

# 's EXPORT it's not FOREIGN to us Milloco olgency, Inc. 432 Fourth Avenue. N.Y.

# CANADIAN ADVERTISING

SMITH, DENNE & MOORE

TORONTO

MONTREAL

# Attention, Publisher!

Publishing Woman—experienced, circu-lation and agency promotion; six years' daily newspaper; three years' leading women's publications; understands layout and make-up; good copy writer—desires executive or semi-executive position. Change of policy present organization leaves services available June 1st. Write "T. D.," Box 279, care Printers' Ink.

We have an office in the loop of Chicago equipped to handle an Eastern or Western trade or class publication. We have a successful record in handling new publications of merit.

#### EUGENE WILLOUGHBY AND CO. Suite 707.

No. 37 So. Wabash Ave., Chicago.

#### WHAT HAVE YOU GOT TO SELL?

Thoroughly experienced salesman with intensive knowledge of Detroit and Michigan territory and Detroit office can be made profitable asset to manufactures with worth-while product who seeks high-class representation. Address C. E. Shaffner, 1711 Ford Bidg., Detroit, Mich.

Advertising Representatives Wanted A publication in the lubrication field, with a plan behind it that has been prowith a plan behind it that has been producing unusual results and with proven advertising possibilities is now ready to appoint advertising representatives on a commission basis in New York, Chicago, Cleveland, Pittsburgh, St. Louis, Kansas City and Tulsa. Address, giving full details and references, "A. R." Box 277, care of Printers' Ink, 833 Peoples Gas Building, Chicago, Ill.

# Direct-Mail Advertising

PONTAGE in a practical business magazina devoted stein-straly to DRECT-MALL-ADVERTISING AND SELLING. Talls have to reduce Selling coats by suring DIRECT-MALL other alone or with Baissons. Criticines Letters, Girculars, Escaleta, House Magazines, and Cataloga schally used in the sulling compairs of the largest U. S. Sruss. Pample 1993 199—199 2021 (12) oping BLOS. POSTAGE, 18 East 18th Street, New York.

# ADVERTI

New catalog of over 200 lists of newspapers and magazines at special prices. Will prove an eyeopener. Mailed free on request. 220 West 42d St., New York, N. Y.

 ${f scott}$  &  ${f scott}$ 

nasium for the business man. Should we start one? We did. It is doing its work, and it is profitable. I named, at that luncheon table, the man who should promote the idea. man has signed the form letter I have handed to you. Now read

The Schoolmaster read: "An American explorer, who had spent many years of his life in the interior of South Africa, discovered why the South African savage was still a young man at sixty. Six years ago, at a lecture before a very exclusive New York Club. he imparted the secret to a few great business men. It was out of a discussion of this lecture by four prominent members of that club that the big idea for a business men's body-building gymnasium, described in the folder accompanying this letter, was born."

"So much slush," said the oldtime copy man. "I think there is a lesson for your Class in that letter and my story."

The elimination of waste in industry seems to be America's new catch phrase. Last year it was more production-the new one sounds better to the Schoolmaster. and he makes a modest offering.

A few weeks ago a certain firm in Baltimore used a full column of space which cost them over \$1,000.

The product advertised was made to appeal to every mother in

#### SALES-EXECUTIVE ADVERTISING MAN of unusually broad and thorough experience, is

OPEN TO ENGAGEMENT
with substantial manufacturer or service corporation where 100% foresight, efficiency and concentration is a requirement to mutual suscess. Over twenty years of results-getting, as advertising writer and manager (general and mall-order), as advertising agency "plan-mar and copy department 'chief," in personal manifold and training of salesment of the control o OPEN TO ENGAGEMENT

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# Wanted! Agency Plan Man of Exceptional Ability

If you can plan advertising and merchandising in every detail, including:

Research among dealers, jobbers and consumers.

Choice of direct selling vs. jobbers or distributors.

Choice of jobbers vs. distributors.

Methods of introduction and of sustaining and stimulating sales —house-to-house work, store demonstrators, newspaper coupons, dealers' lists, etc.

Copy appeal.

Determining appropriation in rela-

tion to probable or present sale.

Division of appropriation for various forms of advertising.

Choice of magazines vs. newspapers or magazines plus newspapers.

Selection of media. Size of space. Number of insertions, etc.

Proper use of paper, paint, street cars, house organs.

Salesmen's helps. Dealers' helps. Securing advertising co-operation from salesmen; from dealers.

Briefly, if you know how to put a product on the market, place it in the consumer's hands and make her buy more and more of it, and if you have the personality that will enable you to deal with sane, successful advertisers without friction, an advertising agency in the Central States, one of the oldest and largest in that section, has a position for you that will enable you to use all your experience and ability, and profit accordingly.

You will work on some of the best known advertised products in the country, and you will have all the facilities offered by a completely equipped advertising agency now doing just such intensive work as outlined above. Experience in the merchandising and advertising of products selling through the grocery and drug trade is desirable. In fact, the ideal man for this position would be one with mature knowledge of grocery merchandising together with a broad understanding of advertising agency practices.

This is one of the best opportunities in the advertising agency business. Even if your present connection is satisfactory you should go after this position if you are ambitious to do more important work than you ever have done before.

Write fully, stating age, education, experience in detail, and cite examples of your work, which, in your opinion, prove that you are the man that we want. Also state salary desired. Address "J. C.," Box 271, care PRINTERS' INK.

Ju

Attention specially given to small and beginning advertisers

AM A WOMAN
My home is my workshop

Madeleine Kelly Purcell Advertising 348 West 118th St. New York Small space may tell a big story.



Send for monthly proof sheet of Skeleton

Cobe Service, 31 N. Michigan Ave.







# Better Printing for Less Money

MAGAZINE OF PUSH, PEPPER & PURPOS

Good Printing—Good Service Seehlets or Catalogs at Low Prince 1990 Crealers #645 up from 95.50 1990 Crealers #645 up from 95.10 1990 Crealers #645 up f
1000 Printed Seed Letterheads 1.20.30   1000 Circulars driets up tous
1000 Printed Excelujes 4 x94 7,50   1000 Circulars 9 x12 up from 10,1   1000 Printed Business Carda 256x6. 4,50   1000 Circulars 12x10 up from 10,1
1000 Printed Billhoads SricD6 4,00 1000 8-Page Booklets 2x664 25,1 1000 Printed Statements SricD6 4,00 1000 8-Page Booklets 4x9 25,1
1000 Printed Past Cards 25ts.55t 6.00 1000 8-Page Bushlets Gr 48,1 1000 Printed Shipping Labels 2xt 4.00 1000 8-Page Bushlets Sp12
SAMPLES FREE SAMPLES FREE

E. L. FANTUS CO. 525 S. Dearborn St. CHICAGO

the country. A friend of the Scholmaster, not able to find the product, as suggested in the copy, at his local druggists, wrote a letter to the manufacturer at the address in the copy, which gave a choice between Baltimore, Md, and Washington, D. C. He chose Baltimore.

The letter was returned in two days. On the envelope was the rubber-stamped impression of the post office, forefinger pointing, with "Returned to writer" printed on the thumb. The reason for returning the letter was given as "for better address." The man who had written the letter might have been a distributor wanted to stock the new line. He might have been someone suggesting a new outlet or any one of a number of other helpful things. Any person who has a letter returned when he has done the best he can to get the correct address, is apt to lose interest in the product when his letter comes back undelivered.

Perhaps the advertiser has some logical reason for leaving off his "better address," but it looks to the Schoolmaster as if price and address are both needed in advertising copy if the best results possible are desired.

AVAILABLE

District Advertising Manager of American Multigraph Sales Co.

As company has abandoned District Advertising Plan my services are available for any organization that wants a man strong on sales promotion and direct-by-mail advertising.

Ten years' experience in selling and advertising products through hardware, department, drug and phonograph stores,

Formerly Advertising Manager of Pathé Frerez Phonograph Co. and of a chain of phonograph stores. Three yeas' agency experience as contact man and copy writer. Age 31; married. N. Y. U. 1913. Address "E. P.," Box 280, P. J.

"GIBBONS Knows CANADA"

TOPONTO

MONTREA

WINNIPER

# Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

#### HELP WANTED

CLASS MAGAZINE. Only one in its field, desires competent advertising manager to take full charge. Commission and drawing account. Box 731, care of Printers' Ink, Chicago Office.

#### WANTED

Young, experienced, successful advertising salesman; permanent position. Stoner-McCray System, Outdoor Advertisers, Des Moines, Iowa.

Experienced advertising salesman for Western magazine, to work from New York office. Agency acquaintance desirable. Part or full time. Box 730, care of Printers' Ink, Chicago Office.

WANTED—Man with experience in make-up of trade paper. One with knowledge of the textile industry preferred. Address giving references, experience and salary expected. Box 724, Printers' Ink.

World's Fastest Selling Auto Accessory!
County distributors wanted; write today. G. L. W. Spring Oiler Co., San
Diego, Cal.

Leading Southern Daily has opening for experienced classified advertising man. Must be capable of managing department and handling promotion work. Write fully, giving experience, references and salary expected. Box 703, P. I.

CIRCULATION MANAGER for Western farm paper. Must have had extensive experience and be capable of assuming all the duties of publisher. One able to make some investment preferred. Address Box 712, Printers' Ink.

NEW YORK REPRESENTATIVE for Chicago class magazine. Exclusive territory to capable man. Straight commission with liberal drawing account. State fully qualifications, experience and ability to suggest copy. Box 732, P. I., Chicago Off.

WANTED—Creative advertising salesman who can put over big propositions and special pages for a metropolitan newspaper. Enclose samples, enumerate your experience, stating salary wanted and when you can report. Permanent job. Replies treated in strict confidence, Box 727, Printers' Ink.

ADVERTISING SALESMEN

Capable of selling the advertiser who wants the best in direct or display advertising can make a very profitable connection with our organization. We are the largest manufacturers of photographs for advertising in America. Send us complete information about yourself. If you measure up to the requirements of the line we will tell you an interesting story. Schaefer-Ross Company, Rochester, N. Y.

Men 19-35 to act as Commercial Representatives for large corporation. Nothing to sell. Work is interviewing business men. Qualifications, energy and neat appearance. Write for particulars. Albert Illich, 3501 White Plains Avenue, New York.

WANTED—Classified advertising solicitor to sell For Sale Miscellaneous and For Sale Automobiles. Opportunity will eventually become classified advertising manager. The young man with energy and ambition will make this a worthwhile job. Box 726, Printers' Ink.

ADVERTISING MAN, young, preferably with trade journal experience in the Middle West. Real opportunity for one who has vision and courage. Salary limited only by ability to solicit business. Only high-class man need apply and that immediately. Box 714, Printers' Ink.

Financial Advertising Writer Wanted We have unusual opportunity for a writer experienced in creating newspaper advertisements for banks and trust companies. Ability must be indicated by actual printed specimens of work. Free lance arrangement might be considered. Write for interview. Letters received in strict confidence. Century Advertising Service, 244 Fifth Ave., New York.

#### Advertising Agency Representative

A very attractive proposition to a trained business getter with a good following. Solid backing and skilled co-operation given by experienced principals in growing advertising agency in New York City. Write for interview, confidential. Box 728, care of Printers' Ink.

# District Manager Wanted

# Newsstand Sales Department of Magazine Publisher

To work with wholesale news agents and with newsdealers. Travel about twenty days a month. Good salary and opportunity for steady advancement. Box 737, c/o P. I.

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and U. Wanted—Young man about 20 to do clerical work, keep purchase records, tend electrotypes in Advertising Department in a large industrial organization. Fine opportunity for advancement. \$20.00 per week to start. Box 736, P. I.

SELL TESTED ADVERTISING PLANS 15 Breezy Western Sales Campaigns all proved successful. Banks to Garage Services 30% commission - exclusive ter-

ritory for sales managers.

T. Ben Meldrum Company, Inc.,
Salt Lake City, Utah.

#### ADVERTISING MANAGER

Dominating store, western Pennsylvania seeks man who is primarily writer of style, vigor and depth. Pronounced talent will count for more than experience. Unusual opportunity for ambitious writer. Give full details. Specimens re-quested. Address Box 716, P. I.

Versatile, high-powered copy writer, familiar with general manufacturing lines and agency methods, can learn of unusual opening. Only letters will be answered which state age, experience and salary expected. Position is in livest him even in South Address F. P. W. big city in South. Address F. F. &. W., Box 705, Printers' Ink.

#### WANTED

A partner to buy half interest in a small trade paper. Splendid opportunity for man with experience in advertising and retail merchandising. Present owners man with experience in advertising and retail merchandising. Present owners busy on another publication, are unable to give the time necessary to the development of the smaller trade paper. Box 715, care of Printers' Ink.

## ADVERTISING MANAGER

is wanted by the publisher of a farm paper in the Southwest. This paper has no competition in its

home state, has a circulation better than 90,000, and a rate of 60c per line.

I need a clever, energetic, experienced man to help me in building the adver-tising, local and national, for this publication.

I want a man who will come to stay; want a man who will come to stay; one who has a little money (a few thousand dollars) with which to buy a small amount of stock after we have agreed that we can get along together, and have made proper investigation of each other.

Here is an excellent opportunity for a man who is willing to give the best he has, and to work hard and loyally, with an opportunity that is accorded to few.

I have a wonderful proposition, and I want some man to help me in working it out.

Write specifically, giving experience, age and whether you are able, if everything is satisfactory, to invest from three to five thousand dollars in a propoto invest from sition if that proposition is shown to be worth while,

This is not a question of money. It is a question of getting the right man and tying him to me through interest, so that he will stay by me and work with and for me and himself. Box 735, P. I.

WANTED-ALL-AROUND ARTIST with creative ability, good on layout and retouching. An excellent opportu-nity for high-grade artist to take charge of art department of recognized adver-tising agency. Address Box 707, care of Printers' Ink.

WANTED-Experienced man for advertising department of large Chicago corporation making high-grade food products. Attractive position; good salary for mas familiar with sales promotion; food distribution and copy writing. State experience and references. Communications confidential. Box 701, Printers' Ink.

Wanted-Big-calibre Advertising Salesman by nationally-known firm, ably man experienced in selling syndicated advertising. Excellent territory open. Straight commission with liberal drawing account. Give full experience and information regarding yourself in first letter addressed Box 699, P. I.

#### BALESMEN

New, strong and progressive mail advertising concern needs a number of salesmen for rich territories. Experience in printing and bank publicity of value, but not necessary, as the field is broad. To those who make good, ground-floor opportunities will be open. Box 720, P. I.

A strong, old-established farm publication with national circulation requires the tion with national circulation requires us services of an intelligent, active, reliable man, 28 to 35 years of age, to sell to farmers and organize and train other salesmen. Knowledge of farming and farm conditions desirable. The position is permanent and offers a most attractive future, but the man who gets the job will be expected to work hard and earn his advancement. Salary \$40 a week to start. Box 725, care of Printers' Ink.

#### MISCELLANEOUS

Back issues of all New York City newspapers for past eight years. Saturday Evening Post and trade periodicals. Mail orders filled. L. Jonas & Co., Wool-worth Building, News Room.

Your House-Organ revivined and energized. Let three experienced Christian N. Y. admen with some spare time make you an interesting proposition, relieve you of all worry and get your magazine out on time. Address Box 702, P. I.

Printers, Attention! For Sacrifice— Several large modern "Optimus" Two-Revolution Presses, Pony Michle Press, Model 5 Linotype machine, 60-inch Aut. Dexter Paper Cutter, large Pinking machine and fifty four-wheel trucks. Address Optimus, Box 700, Printers' Ink.

## Trade Publication Printing

Well-equipped New York City plant, et tablished twenty-five years, can handle two or three monthly trade publications. Assured saving over present production cost. A-1 references from trade publishers now using our facilities. Address W, Box 698, care Printers' Ink.

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House-organs, folders, booklets, etc.
Well-equipped concern doing work for New York firms for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

## Printing Plants and Businesses

Bought and Sold Printers' Outfitters CONNER, FENDLER & CO. New York City

FUBLISHERS—ATTENTION! We furnish MSS. on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates, Write us your wants. Literary Bureau, Pub. Dept., Box 170, Hannibal, Missouri.

ROTARY PRESS—RARE BARGAIN
—Goss "Clipper" Press, will print eight
stereotyping equipment. Can be seen
running. Will sell at big bargain to
quick buyer. Address Mutual Publishing
Co., Hackensack, N. J.

#### POSITIONS WANTED

PHILADELPHIA INVESTIGATOR will secure information from Philadelphia concerns and merchants for advertisers in other parts of the country. Box 717, care of Printers' Ink.

Specialist in House Organs now producing three for a large manufacturer, seeks greater opportunity. Details will interest you. Box 723, P. I.

Versatile man for publishing office. Eight years' experience handling every phase from proof-reading and make-up to selling advertising and circulation, personally and through mail. Box 722, P. I.

Experienced newspaper woman, whose editorials have been used by such papers as the Scattle Post-Intelligencer, and Detroit Free Press, wishes advertising or editorial connection. Part time work preferred. Box 734, P. I., Chicago Office.

DEALER SERVICE ADVERTISING
Manager or assistant experienced
buyer with foremost national advertisers. Thorough knowledge general advertising. Box 711, care of
Printers' Ink

ADVERTISING MAN in full charge of newspaper, poster and circular advertising of large department store syndicate, desires new connection. Will consider only high-class business house. Familiar with all phases of advertising construction. University graduate. Two years in

university graduate. Two years in army. Experienced in newspaper advertising from newspaper and retail merchandising standpoints. 30 years old, single and prepared to go anywhere. Box 721, care of Printers' Ink.

Printing Superintendent — Twenty-five years' practical experience, competent all departments, business ability, desires connection with reliable concern, inside or outside, or private plant. Box 729, P. I.

EDITOR AND COPYREADER

1. Nine years' experience, daily and weekly.

2. Married; age 29; ex-service.
3. College graduate, A.B.

4. Can write and sell advertising. Box 713, care of Printers' Ink.

## Advertising Artist

Well known for "appetite-appeal" in her color-posters. Want to qualify as allround artist for good firm or agency. New York only. Ambitious, Box 718, care of Printers' Ink.

I'm a newspaper advertising manager experienced on papers of 15 to 30 thousand circulation. In addition to a successful record in the local advertising fields I have organized service departments for the promotion of foreign advertising which have been highly productive. Now employed but want change to southwest or west and opportunity to advance. Salary, what I am worth. References of the best; age 33; married. Box 709, Printers' Ink.

#### MORE THAN AN ART DIRECTOR

With a practical knowledge of layout and typography, photography, color and art; engraving and printing as applied to advertising. When required can finish drawings in any medium, having a long list of advertising products to his credit. Now making \$8,500\$. Ready to talk with agency principle in New York or vicinity. Director Manager, Box 719, P. I.

Publishers' Advertising Representative (New York) with complete office and staff making change for the better offers unusual service to established publication or publications. Ten years' experience in handling class, trade or general media and has excellent business acquaintance among advertisers and agents. Commission basis, but the first year minimum commission must be not less than \$10,000. Otherwise will consider one or two additional papers. Salesman of highest calibre and can furnish references from advertisers, agents or publishers. Box 706, P. l.

DRUG ADVERTISING SPECIALIST SEEKS WIDER FIELD

Man with newspaper advertising training who has spent the last ten years working with Drug Manufacturers, Wholesale Drug Concerns and Advertising Agencies in the capacity of salesman both of advertising space and merchandise to both manufacturer and retail trade, and as buyer and advertising manager for large drug concerns, is open for a proposition from a New York City Advertising Agency or Manufacturer. A clean record of achievement among Retail Druggists, Manufacturers and Advertising Men from Coast to Coast, Address Box 704, care Printers' Ink.

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# Again a Gain for 1921!

MORE advertisers are using Outdoor Advertising\* in 1921 than ever before!

# Thos. Cisack O.

Outdoor Advertising-Nation Wide

CHICAGO Harrison and Loomis Sts. NEW YORK Broadway at 25th St.

\*Poster Advertising
Painted Display Advertising
Electric Spectacular Advertising

Outdoor Advertising builds sound, enduring business



HIS illustrated tabloid newspaper is the national advertiser's best opportunity in New York City.

The largest morning circulation (more than 400,000 copies) and, at present, the lowest rate per line per thousand of all New York newspapers! A twelve hour life. Larger daytime sale and more home circulation than many New York evening papers.

AND the peculiar advantages of the tabloid. Less to see on the thousand line page, so even small ads are seen. Less to read, quantitatively (more qualitatively), so all of the DAILY NEWS is read. The unique combination of reader attention and reader interest makes small space do more work, small appropriations go farther. For general information and specific facts address the advertising offices—

512 FIFTH AVENUE, NEW YORK TRIBUNE BUILDING, CHICAGO

